

2022/23 marketing strategy and campaigns

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This document provides an overview of the marketing strategy for Cohort 3 & 4 recruitment and a summary of our booked third-party campaigns.

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Education Development Trust NPQ marketing strategy

Our national marketing strategy involves a range of recruitment activities which are aligned in messaging, complementary to each other and will provide a positive path for participants throughout recruitment and into delivery.

Messaging

Our messaging focuses on:

Programme impact/outcomes: The impact of the NPQs and the opportunity on offer for prospective participants in leadership and teacher development, including case studies and testimonials to demonstrate two-fold programme impact (programmes will help participants within their roles now/in their professional development and improve pupil outcomes).

Organisational experience and expertise: Education Development Trust's position as an international non-profit organisation and one of the largest providers of teacher development programmes in the UK with proven and sustained impact – working with schools, for schools, in a collaborative model of improvement.

Quality of our partnerships: Our partnerships with schools and expert organisations ensure our content and programme design is high-quality, evidence-informed, relevant and impactful

Curriculum and content quality: Core aspects of our approach include Deliberate Practice to embed learnings, and emphasis on putting theory into practice to achieve impact whatever the varying levels of influences different participant audiences may have.

National activities

To generate demand, the NPQ marketing team at Education Development Trust are implementing national campaigns to increase brand awareness and drive recruitment. Our campaigns will involve a range of channels including social media, digital and print content, and targeted emails.

We will also continue to make use of our existing networks across our UK programmes (e.g., via cross-promotion in newsletters) but are also reaching out to new networks of potential participants (via third-party organisations) in order to continue to build our reach and reputation. Having undertaken two previous recruitment periods for the NPQs, we have been able to use our analytics from previous activities to inform our planned marketing activities and drive the best possible results.

Supporting local activities

We have provided Delivery Partners with an updated marketing pack including resources such as social media graphics, email templates, flyers and brochures and a marketing guide. This pack will be updated frequently to ensure that Delivery Partners have a wealth of collateral and guidance to inform their marketing plans for upcoming cohorts. Please do contact Partnerships if you have any requests for marketing support or additions to the marketing pack.

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2023 campaigns

We have booked in a range of third-party national campaigns to support our 2022/23 recruitment. A summary of these is provided below. These campaigns run alongside our paid social media and Google ads campaigns, which have been running since June 2022.

Email campaigns

Organisation/publication: [Buzz Education](#)

Live dates: 10.01.23, 17.01.23 and 24.01.23

Subject: All NPQs

Summary: This campaign will support Cohort 4 recruitment and will be sent out to over 125,000 teachers, school leaders and early years leaders.

Organisation/publication: [Early Years Alliance](#)

Live date: January 2023

Subject: NPQEYL

Type: Website leaderboard

Summary: This campaign will run across January to support Cohort 4 recruitment for the NPQEYL (website receives 161,800 unique visitors per year).

Organisation/publication: [Early Years Alliance \(Under 5 e-newsletter\)](#)

Live date: 25.01.23

Subject: NPQEYL

Type: Top banner in e-newsletter

Summary: This e-newsletter will be distributed to 12500 recipients, the banner will support Cohort 4 recruitment for the NPQEYL..

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2022 campaigns

Email campaigns

Organisation/publication: [Sprint Media](#)

Live dates: 15.09.22 and 15.11.22

Subject: All NPQs

Summary: We have booked in two email campaigns with Sprint Media (one for Cohort 3 recruitment and one for Cohort 4 recruitment), which will be sent out to over 300,000 recipients. Recipients will include teachers, school leaders and early years leaders. Both emails will use dynamic content which will be specific to the job title of the recipient (e.g. NPQEYL content for early years leaders).

Organisation/publication: [Buzz Education](#)

Live dates: 22.09.22, 14.12.22

Subject: All NPQs

Summary: This campaign will support Cohort 3 recruitment and will be sent out to over 125,000 teachers and school leaders.

Display advertising

Organisation/publication: [Tes](#)

Live date: Sept – Dec 2022

Subject: All NPQs

Type: Multiple display ads

Summary: These ads will appear across their site and will gain 400,000 impressions. We will pace this campaign so that it runs from September to December and supports both Cohort 3 and Cohort 4 recruitment.

Organisation/publication: [Schools Week](#)

Live date: 05.09.22

Subject: All NPQs

Type: Website leaderboard

Summary: Our Schools Week website leaderboard campaign will run for one week in early September. Schools Week receive 650,000 visits per month on average. This campaign will support Cohort 3 recruitment.

Organisation/publication: [Early Years Alliance](#)

Live date: 01.09.22

Subject: NPQEYL

Type: Website leaderboard

Summary: This campaign will run across September to support Cohort 3 recruitment for the NPQEYL (website receives 161,800 unique visitors per year).

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Organisation/publication: Early Years Alliance (Under 5 e-newsletter)

Live date: 07.09.22

Subject: NPQEYL

Type: Top banner in e-newsletter

Summary: This e-newsletter will be distributed to 12500 recipients, the banner will support Cohort 3 recruitment for the NPQEYL..

Print advertising

Organisation/publication: Teach Secondary (Essential Resource Guide)

Live date: 05.09.22

Subject: All NPQs

Type: Advertorial

Summary: We have a page of advertorial in Teach Secondary's annual Essential Resource Guide (see image below). This mails out in September to 18000 schools. The advertorial will then be republished on the Teachwire website, which reaches over 107,500 unique visitors per month.



EDUCATION DEVELOPMENT TRUST'S NATIONAL PROFESSIONAL QUALIFICATIONS
CPD, TEACHERS, LEADERS

TAKE A LOOK!
Dive deeper into the evidence leadership skills.

NEED TO KNOW!

- Education Development Trust's NPQs are flexible, adaptable and built to fit around your work schedule. The blended learning approach of these programme consists of face-to-face learning, self-paced, on-demand live and recorded online learning.
- The articles, materials and delivery of the NPQs, combine the best evidenced science of learning pedagogy. For developing knowledge with the accompanying evidence and practice, taking in what is learned. Expert leaders in schools are setting a new benchmark and deep knowledge and expertise practice underpin the development of their expertise.
- The programme focus on putting theory into action with a range of activities, ensuring that whatever your leadership level, at all times, you are directed precisely how professional development can create a positive and lasting impact.

Great leaders create the right conditions for improvement in classrooms and schools. Education Development Trust's National Professional Qualifications (NPQs) empower teachers and leaders to create conditions for change and embed evidence-informed teaching and learning at their levels of control.

NPQs are a national, voluntary set of qualifications designed to support teachers and leaders in their professional development. NPQs are available across multiple levels - from middle leaders, such as heads of subject and department, to senior leaders, such as deputy heads, head teachers and executive leaders. Each programme is fully funded for staff in state schools and state funded 16-19 organisations. Education Development Trust (EDT) is a not-for-profit organisation committed to increasing opportunities by supporting education, is a lead provider for the NPQs. With a reputation for high-quality professional development programmes, EDT is naturally well-placed to deliver NPQs to an excellent standard. EDT continues to work in the development of their programmes from the very start, in designing their approach, in creating curricula, materials and participant resources, and in

Addressing training in current, emerging professions. They also have ongoing partnerships with several impact organisations to ensure that participants have access to evidence informed content designed to address the issues teachers and leaders face each day. These organisations include Education Based Education, Sheffield Hallam University's Institute for Education, National Agency Trust and the first Green Sector.

"This programme has equipped me with useful strategies that I have been able to put into practice in my role. Each task has given me useful skills and takeaways that I have utilised to improve my day-to-day leadership". - Mr. Rishi, participant on the NPQ for Senior Leadership Development in September 2022 and Release 2023 members - apply early via the EDT website to secure your place.

www.edt.org.uk

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Additional activities

Organisation/publication: [Schools and Academies Show \(Birmingham\)](#)

Live date: 15.11.22

Subject: All NPQs

Type: Event

Summary: EDT will be promoting NPQs along with its other UK programmes at the Schools and Academies Show.

Organisation/publication: [Nursery World](#)

Live date: September 2022

Subject: NPQEYL

Type: Editorial

Summary: Nursery World will be publishing an NPQEYL feature which will include interviews about the programme with EDT and Pen Centre.

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