

A guide to your marketing pack

Introduction

This NPQ marketing pack aims to provide our delivery partners with:

- Content to help boost NPQ recruitment
- Guidance on how to use the content
- Top tips to help increase awareness and drive recruitment figures in your area.

We are here to support you in your local recruitment activities. We want to hear from you regarding what is working well, and what challenges you are facing, to enable us to tailor content and support. If there is any other collateral that you would find useful, please do let us know.

When we update documents or add further documents to the pack, we will contact you to let you know. If you would like to discuss recruitment in your area, or request specific support, please get in touch with the team at UKPartners@edt.org.

Guidance for all marketing activities

- All activities should direct schools to find out more about our NPQ programmes and apply/register their interest via the landing page: www.edt.org/npqs
- Schools/individuals are also required to register on the DfE digital portal. The link for this is available on the Education Development Trust NPQs webpage.
- Please ensure that you provide accurate information regarding all the NPQ programmes and take particular care when referring to funding and scholarship arrangements.
- We would suggest familiarising yourself with the DfE messaging on the NPQ reforms and funding. You can find up-to-date information from the DfE here: <https://www.gov.uk/government/publications/national-professional-qualifications-npqs-reforms/national-professional-qualifications-npqs-reforms>

Promotional pack contents

- **Brand guidelines** - You are the face and voice of the NPQ programmes within your area/network, so we have included brand guidelines to enable you to create your own marketing content. Please follow the programme brand guidelines which include “brand in use” examples for guidance.
- **Logo set** - We have provided our logo set (and the logos of our NPQ partner organisations) so that you can add our logos to your own presentations, collateral, and webpages where you are promoting NPQs.
- **Brochures**
- **Example newsletter and website copy**
- **Social media content: Twitter cards and MP4s**
- **Email templates**
- **NPQ flyers**
- **Course infographics**
- **Testimonials word document**
- **Application guide**
- **NPQEYL recruitment guidance and Pen Green interview videos**

Top tips

- **Embrace social media** – There’s no need to have a presence on all platforms. Identify those that your target audience interact with and focus on them. If someone else in your organisation manages social media, can you ask them to schedule in some NPQ posts, if you provide the content? On Twitter, make sure to tag [@EdDevTrust_NPQs](#) in all of your NPQ Tweets, so that we can see them and provide visibility to schools that we are in partnership.
- **Track engagement** – Use available tools (such as Twitter Analytics, Facebook Insights or website engagement statistics) to identify which content performs best with your audience. Use this to inform your future content planning and scheduling e.g., if posts gain more interaction at a certain time of day, or video content gets greater engagement than images, use this analysis to boost performance.
- **Research similar organisations to yours** – Analyse their techniques - what are their strengths and weaknesses? Is there something that gives them a competitive edge? What platforms do they have the most followers on? Use your research to inform your marketing decisions and make your organisation stand out.
- **Create a plan** – Identify the audiences you need to reach most and work out how best to engage them. Plan your campaigns accordingly – and remember you can update your plans, as you discover more about what works and what doesn’t for your organisation.
- **Utilise design tools or pre-made content** – Does your organisation have access to any design programmes? Perhaps try Canva, which is cost effective and simple to use to create materials, such as Twitter cards. If you don’t have time to design content, please use our Twitter cards and MP4s – we will keep updating the pack with new content as it’s created.
- **We’re here to help!** – Please do let us know if there is other collateral you would like us to create, if there are any particular challenges you are facing, or if you have any queries about marketing our NPQs. We’re happy to help.