

Job Title: Programme and Marketing Coordinator

Reporting to: Director of Teaching School Hub (0.6), Director of Knowledge Hub (0.4)

Liaising with: Teaching School Deputy Director and Office Manager, programme facilitators, partner schools and external stakeholders

Grade/Salary: Band 3 **Hours of Work:** 37 hours per week, 42 weeks per year (term time plus three weeks)

Main Purpose

- To coordinate the operational delivery and administration of designated teacher training and professional development programmes.
- To support the promotion and growth of the Teaching School Hub and Knowledge Hub programmes through effective marketing, communications, and relationship management.
- To develop and maintain strong partnerships with schools, facilitators, trainees, and external organisations.
- To manage communications and promotional activity across digital, print, and social media platforms.
- To contribute to the professional reputation and continued growth of the Teaching School Hub and Knowledge Hub through high-quality stakeholder engagement and programme coordination.

Duties & Responsibilities

Programme Coordination & Administration

- Lead the administration and coordination of designated teacher training and professional development programmes.
- Coordinate programme timelines, onboarding, registrations, participant tracking, and communications.
- Maintain accurate programme records, databases, and reporting systems.
- Organise training events, conferences, webinars, and meetings, including logistics, resources, and attendee communications.
- Prepare programme materials, attendance records, certificates, and evaluation documentation.
- Support quality assurance, compliance, and reporting processes associated with teacher training provision.
- Produce reports, summaries, and programme updates for senior leaders and programme leads.
- Ensure a responsive, professional, and high-quality experience for programme participants and partner schools.

Marketing & Communications

- Coordinate marketing and promotional activity for programmes and events.

- Create and manage digital communications including newsletters, website content, and social media updates.
- Develop promotional materials and programme literature in line with organisational branding.
- Support recruitment campaigns and engagement strategies across teacher development programmes.
- Promote programme successes, case studies, and impact stories through appropriate communication channels.
- Maintain and develop website content, ensuring information remains accurate and up to date.
- Support the development and consistency of the organisation's visual identity and communications.

Partnerships & Stakeholder Engagement

- Build and maintain positive professional relationships with partner schools, facilitators, trainees, and external organisations.
- Act as a key point of contact for programme-related enquiries and communications.
- Support partnership engagement and retention across programmes.
- Coordinate communications with delivery partners and programme facilitators.
- Represent the Teaching School Hub and the Knowledge Hub professionally at meetings, events, and networking opportunities where appropriate.

Systems & Organisational Development

- Support the development and improvement of administrative systems and communication processes.
- Maintain accurate records relating to programme participation, communications, and marketing activity.
- Contribute to data collection, reporting, and evaluation activity.
- Support effective use of CRM systems, databases, and communication platforms.
- Ensure compliance with GDPR, copyright, safeguarding, and organisational policies relating to communications and data management.
- Keep up to date with developments in communications, marketing, and digital engagement tools relevant to the role.

General Responsibilities

- Work collaboratively as part of a wider team.
- Undertake other duties appropriate to the grade and nature of the role.
- Contribute positively to the values, culture, and professional reputation of the organisation.

Person Specification

A. Training & Qualifications

Essential

- GCSE English and Mathematics (Grade 4/C or above) or equivalent
- Strong ICT and digital communication skills

Desirable

- Relevant professional qualifications
- Qualification or training in marketing, communications, events, or administration

B. Knowledge & Skills

Essential

- Excellent written and verbal communication skills
- Strong organisational skills and attention to detail
- Ability to prioritise workload and meet deadlines
- Ability to build positive professional relationships
- Confident using Microsoft Office and digital systems

Desirable

- Knowledge of the education sector and/or teacher development programmes
- Experience of stakeholder or partnership engagement
- Understanding of marketing and recruitment activity
- Experience using CRM systems or communication platforms
- Experience of website or social media management

C. Professional Experience & Competencies

Essential

- Experience in administration, programme coordination, or communications
- Experience coordinating meetings, events, or projects
- Ability to manage multiple priorities independently
- Professional and customer-focused approach

Desirable

- Experience working within education, training, or professional development
- Experience supporting marketing campaigns
- Experience producing reports or analysing participation data
- Experience coordinating large-scale programmes or events

D. Personal Attributes

Essential

- Professional, approachable, and collaborative
- Solution-focused with a positive attitude
- Adaptable and responsive to changing priorities
- High levels of accuracy and attention to detail
- Commitment to equality, diversity, and inclusion

Desirable

- Creative and proactive approach to communications
- Confidence presenting or representing the organisation externally

E. Safeguarding & Compliance

Essential

- Understanding of safeguarding responsibilities within education settings
- Awareness of GDPR and confidentiality requirements
- Commitment to equality of opportunity and inclusive practice

Safeguarding Statement

The organisation is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post is subject to satisfactory references, an enhanced DBS check, medical clearance, evidence of qualifications, and verification of the right to work in the UK.