

Job applicant information pack Head of School Marketing



About us

At Action Tutoring, we believe every child should be given the **opportunity to succeed** in school.

But in the UK today, young people from disadvantaged backgrounds are less likely to achieve the grades they need to progress in life. This isn't because they are any less able; they have less access to the tools to help them **reach their potential**.

We don't think this is fair. We know tutoring is an effective way of improving academic attainment and so we harness the **power of volunteer tutors** to bridge the gap and ensure this help can be accessed by every pupil who needs it, **not just those who can afford it**. We specifically help pupils facing socio-economic disadvantage and who are at risk of leaving primary or secondary school without reaching national standards in their exams. We work **in partnership with schools** in nine cities and regions across the UK, delivering weekly tutoring in English or maths to those pupils who need it most.



Our mission

Action Tutoring supports young people facing **socio-economic disadvantage** to achieve a meaningful level of academic attainment, with a view to enabling them to progress in education, employment or training.



We do this by partnering high-quality volunteer tutors with pupils to increase their **subject knowledge, confidence** and **study skills**.

Our **vision** is a world in which no child's life chances are limited by their socio-economic background.

Our values

Our team are passionate, dedicated, professional and supportive.



High standards



Reflective



Evidence based

We are a values driven organisation and the following **six core values** underpin what we do and how we seek to do it.



Aspirational



Integrity



Collaborative

Learn more about our values at:

www.actiontutoring.org.uk/our-story/



Our impact in 2022-23

58,880

sessions of
tutoring delivered

5,743

pupils benefitted
from tutoring sessions

1,743

volunteer tutors
supported our work

In the summer of 2023, the first year group since 2019 sat normal exams without special grading arrangements to account for lost learning during the pandemic.

Even before the pandemic, disadvantaged pupils were **already 18 months behind** their non-disadvantaged peers on average by the end of secondary school. The effects of the pandemic on education are still being felt and this gap is now the largest it has been in twelve years. In 2023, just 44% of disadvantaged pupils met expected standards, compared to 66% of non-disadvantaged pupils in the primary phase of education.

Our analysis shows that primary pupils who were supported by Action Tutoring in 2022-23 for ten sessions were more likely to achieve the expected standards than other disadvantaged pupils across the country — by 7 percentage points in reading and 14 percentage points in maths. In secondary schools, after attending at least 10 tutoring sessions, our pupils were nearly 13 percentage points more likely to pass maths GCSE than other disadvantaged pupils nationally.

For more information, head to: www.actiontutoring.org.uk/our-impact/



Head of School Marketing

Diversity, equity and inclusion are a core part of Action Tutoring's culture; having a diverse workforce helps us innovate and deliver better programmes for pupils. We recognise diversity covers many aspects of identity and we continually strive to make our workplace more inclusive and equitable, to empower everyone to be heard, respected, and valued. We are currently actively seeking to increase diversity within our team focusing on **ethnicity** and **age**.

Action Tutoring is **committed to safeguarding and promoting the welfare of children and young people** and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.

Reports to

Director of Marketing and Communications

Salary

£48,000 pro rata per annum (£28,000 for 0.6 FTE)
Plus London weighting of £2,271 pro rata per annum, if applicable

Contract and hours

Permanent, part-time contract (22.5 hours per week)
(can be over three days, or split over five; other flexible working patterns considered including flexibility during school holidays for the right candidate)

Closing date

Sunday 15th September 2024

Interviews

Wednesday 2nd October 2024

Start date

Mid-Oct to Mid-Nov 2024

Place of work

We welcome applications from candidates based anywhere in England & Wales. Travel to our London office will be required every 4-6 weeks for which travel expenses will be reimbursed in line with our expense policy.

Benefits

25 days per year (an additional day of leave will be given for each year of service up to a maximum of five extra days) plus bank holidays and three days at Christmas.

Employer and employee contribution to pension following successful probation period, in line with auto-enrolment pension requirements.

Further information about our benefits can be found on page 7.

DBS requirement

All Action Tutoring staff must have an enhanced DBS check suitable for the child workforce.

If you don't already have one, we'll process one for you. Should you be aware of any incidents, cautions or convictions that would appear in a DBS check, please notify us when you apply.

To apply

Please submit [here](#) a completed application form. In the form you will be asked to reflect on the statements below:

- 1) Briefly describe a previous campaign that you designed and delivered which drove the conversion of leads into sales opportunities (or equivalent objectives). What were the results of this campaign?
- 2) Please share the experience you have had managing projects across multiple teams, explain how you met objectives and ensured the project team balanced any additional priorities.
- 3) Summarise what school-specific experience you have, or how you would seek to develop this knowledge?

Applications that fail to meet these criteria will automatically be discounted. We want you to have every opportunity to shine and to show us your talents—please let us know if there is anything we can do to make sure the assessment process works for you.

About the opportunity



The Head of School Marketing will lead and deliver comprehensive, cross-organisational marketing initiatives that result in an increase in the number of schools partnering with Action Tutoring. This role will define, deliver and adapt marketing strategies that effectively communicate the charity's value proposition to schools, leading to increased interest and sales. The role will oversee all marketing activities to schools; lead and support school market research and analysis; utilise analytics to measure campaign effectiveness and will be accountable for both school marketing and the initial stages of the school sales funnel (converting qualified leads into booked sales calls with our programme department).

Key responsibilities

- Strategic direction - set, adjust and operationalise a comprehensive cross-organisational school marketing strategy.
- Lead qualification - develop and implement effective lead qualification processes to ensure that generated leads are nurtured and converted into opportunities that move down the funnel.
- Conversion strategies create and execute strategies that not only attract leads, but enhance conversion rates.
- Campaign management – Work alongside the Marketing Manager, their team, colleagues across the wider Marketing and Communications department and whole organisation to plan, implement, and oversee school marketing campaigns across various channels.
- Market Research and Analysis - Conduct regular market research to identify trends and opportunities, understand the competitive landscapes and analyse data to inform school marketing strategies and optimise campaign performance.



Person specification

Essential qualifications and experience criteria:

- Significant experience shaping and implementing comprehensive marketing strategies to engage a range of audiences, with experience in B2B marketing ideally with schools.
- Proficiency in lead generation and demand generation techniques and technical skills to engage a range of audiences.
- Experience designing and delivering campaigns that drive conversion of leads into sales opportunities (e.g. booking of a sales call).
- Able to work across multiple teams and departments working entrepreneurially, managing projects, ensuring the timely generation of content and delivery of messages to achieve maximum impact.
- Able to collaborate and influence others to support you and your team in growing sales pipelines by attracting customers through the top of the funnel.
- Enthusiasm for and experience of using data and evidence to inform and improve processes and ways of working.
- Right to work in the UK.

Please see the job description [here](#) to see more responsibilities and requirements of the role.



Our benefits

Hybrid working

We offer a **flexible** combination of office and home based working. For those not based in London who can't access our **beautiful office**, you can visit a **co-working space** with your regional colleagues once per month.

Holiday

25 days holiday a year (plus UK public holidays), increasing by a day for each complete year of service (up to five extra days). **We provide an additional three days of holiday in the period between Christmas and New Year.**

Flexitime and TOIL

We have a flexible policy for working hours, and offer TOIL where staff have to work particularly early in the day or late in the evening, so that they can **reclaim those hours** at another time.

Sabbatical leave

We offer **paid and unpaid sabbatical leaves** to our long standing colleagues.

Proofreading support

As well as checking the accuracy of all content Action Tutoring shares with external audiences, our proofreading team **supports individuals** who would value an extra pair of eyes on their writing.

Mental health focus

We have **trained mental health first aiders** and all team members and 5 of their friends and family have free access to Headspace and the Health Assured Scheme.

Knowledge-sharing

Lots of opportunities to **learn** from others in the organisation, including policy briefings, shadowing colleagues and peer-to-peer development.

Team away days

The whole team across the UK gets together **once a year**. The days are filled with **knowledge-sharing** and skills development opportunities and also give a chance to catch up and socialise with colleagues through fun activities.

Culture of celebrating

Regular **thanks and praise** and monthly recognition of 'heroes' to **celebrate** employees going above and beyond.

Flexible bank holidays

Choose to work on the Easter Bank Holidays and take days off whenever suits you best.

Ad hoc projects

Interested in other **exciting topics** relevant to our charity? Then join one of our working groups (including policy, diversity and inclusion, curriculum and training, socials, data and insights) and support with ongoing projects.



Our awards



As a disability confident committed employer, we are dedicated to proactively supporting people with disabilities and developing our understanding and procedures.



ACTION TUTORING | headspace

Headspace & Action Tutoring
healthier people, happier workplace



We have been acknowledged as a 'Rising Leader' by the Headspace for Work Mindful Workplace Awards.

We strive to incorporate mediation and gratitude into our work culture.

We have been certified by the Living Wage Foundation as an employer who pays all of our staff at least the living wage.



ACTION TUTORING

www.actiontutoring.org.uk

hello@actiontutoring.org.uk

0300 102 0094

@ActionTutoring

Action Tutoring | www.actiontutoring.org.uk
Action Tutoring, Fivefields, 8-10 Grosvenor Gardens, Victoria, SW1W 0DH
Registered charity number: 1147175 | Company number 08105978