



## Marketing and Communications Strategy Briefing for Consultancy

**Overview:** The Council for Subject Associations is a not-for-profit organisation that is independent of Government, which represents subject associations nationally and allows them to speak with a single voice on key issues and consultations.

Members of the CfSA benefit from the power of a unified voice, representing Subject Associations in informing educators, policy makers and media about research and professional practice informed approaches to the curriculum, pedagogy, teacher training and professional development.

CfSA currently has 29 Subject Association members, 3 Associate members and a breadth of affiliated, curriculum supportive partnerships. Each are their own organisations that run their own membership programmes for teachers, and schools. And all are experts in their representative curriculum subjects.

**Requirement:** We are a voluntary run organisation, that generates income from annual membership. We want to increase the reach of our work. We have one 0.3 part-time worker providing administrative support for Management, Governance and Marketing activity.

**We require a marketing expert to work with the Directors and Administrator to develop an annual marketing plan, with a programme of activity, outputs and KPIs.**

**Aim:** to establish and enhance:

- High reputation of CfSA, being the voice for all curriculum subjects
- Position as a coalition of organisations that are leading on curriculum support in the UK
- Increase membership.
- Be the platform for all Subject Associations to speak with one voice to segmented audiences.
- Identify ways to gain market penetration.
- Programme of work with SA members, to promote their work and in turn promote CfSA

**Audiences:** All those working in Education, including Subject Associations, political and education agencies and departments, the government, schools, influencers, teachers, ITE and Universities and Colleges

**Project Aim:** To develop the Marketing and Communication Annual Strategy to enable the transformation and development of the organisation.



To develop a strategy template and programme of promotion that is manageable by a part-time Marketing Officer with the support of the voluntary Directors.

To provide continuity across all our external communications for CfSA and be mindful of including ways of engaging all our members to promote CfSA, as a platform for their work.

**Purpose:** **To create an easy to use, easily manageable marketing and communications process and work programme to achieve the “aims”;**  
**To receive advice, in order to maximise our potential.**

#### **Current Marketing Outputs**

- **Social Media** – Twitter / X, Facebook, LinkedIn, Instagram
- **Website** – [www.subjectassociations.org.uk](http://www.subjectassociations.org.uk)
- **CfSA Directory** – <https://www.subjectassociations.org.uk/the-cfSA-directory/> bringing together of all Subject Associations and Members in an easy to access, indexed by subject, support offering or theme.
- **Occasional Press and Media work** – collegiate letters from all members
- **Surveys** – work with members to create a united approach for CfSA’s work.
- **Conferences** – Termly conferences, FREE to members, with engaging, strategic and tactical speakers and presenters on current issues impacting and faced by members, including SoS for Education, Ofsted, DfE, Marketing / Membership experts, MPs and lobbyists.
- **Regular contacts** – from the administrator, sharing information, opinion, requests and knowledge.

#### **Deliverables:**

- **Planning and Management** – to work with the Directors and administrator to create a marketing and communications plan that would be agreed by the Communications Committee, and Board
- **Advice on Marketing and Messaging** – brand and messaging for the organisation that reflects our position.
- **Social Media** – create a management process of social media posts on all platforms using a management tool such as Hootsuite – [www.hootsuite.com](http://www.hootsuite.com)
- **Liaison with Political lobbyists** – work with and build events with the Directors to support our members to manage our political responses.
- **Development of a monthly newsletter** – support the Directors and administrator to create a plan for collating a monthly newsletter, enabling our members to submit and receive news.



**Reports To:** Ruth Sayers, Zoe Keens and Matt Scase  
**Time:** TBC - 7 to 10 days' work  
**Fee:** £3500 (approx. between £350 - £500 per day)

Expressions of interest should be sent by the 10<sup>th</sup> May to [admin@subjectassociations.org.uk](mailto:admin@subjectassociations.org.uk)