



The Merton Schools Partnership Marketing and Communications Strategy

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Approval

Title	Name	Email signature	Date of Issue	Date of Approval	Version number
Co-chair of The Attain Board	Jane McSherry				
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Overall Objectives

1. Recruitment and Retention
2. Co-ordinated CPD
3. Leadership Development

The above objectives represent a selection of suitable priorities from the 2016-2019 Attain Partnership Development Plan.

These objectives become more interlinked when communication is effective. The more that current and prospective staff are informed of training opportunities, the more attractive Merton is as a place to work, which in course should advance recruitment and retention priorities.

Communication Objectives

Establish the identity of Attain among existing Merton teachers to engage them in CPD and leadership development opportunities, leading to a greater retention of staff.

Introduce the many benefits of teaching in Merton schools (including training opportunities) to those outside of the Borough, boosting recruitment prospects.

Clearly present the pathways for CPD and leadership development available to current and prospective teaching staff.

Risks and Issues

Strengths	Weaknesses
<ul style="list-style-type: none"> - Significant funding available which could be used for digital marketing - Tailored to Merton - Marketing adds respectability to the image of Merton Schools - Marketing via Attain allows schools to utilise their shared resources 	<ul style="list-style-type: none"> - Brand new online presence, may take time to grow - Very wide range of stakeholders
Opportunities	Threats
<ul style="list-style-type: none"> - A more cohesive school improvement offer - Faster information sharing between MSI and external stakeholders 	<ul style="list-style-type: none"> - Potential data protection breaches - Quality assurance for public online communications, e.g. social media

Strategy Overview

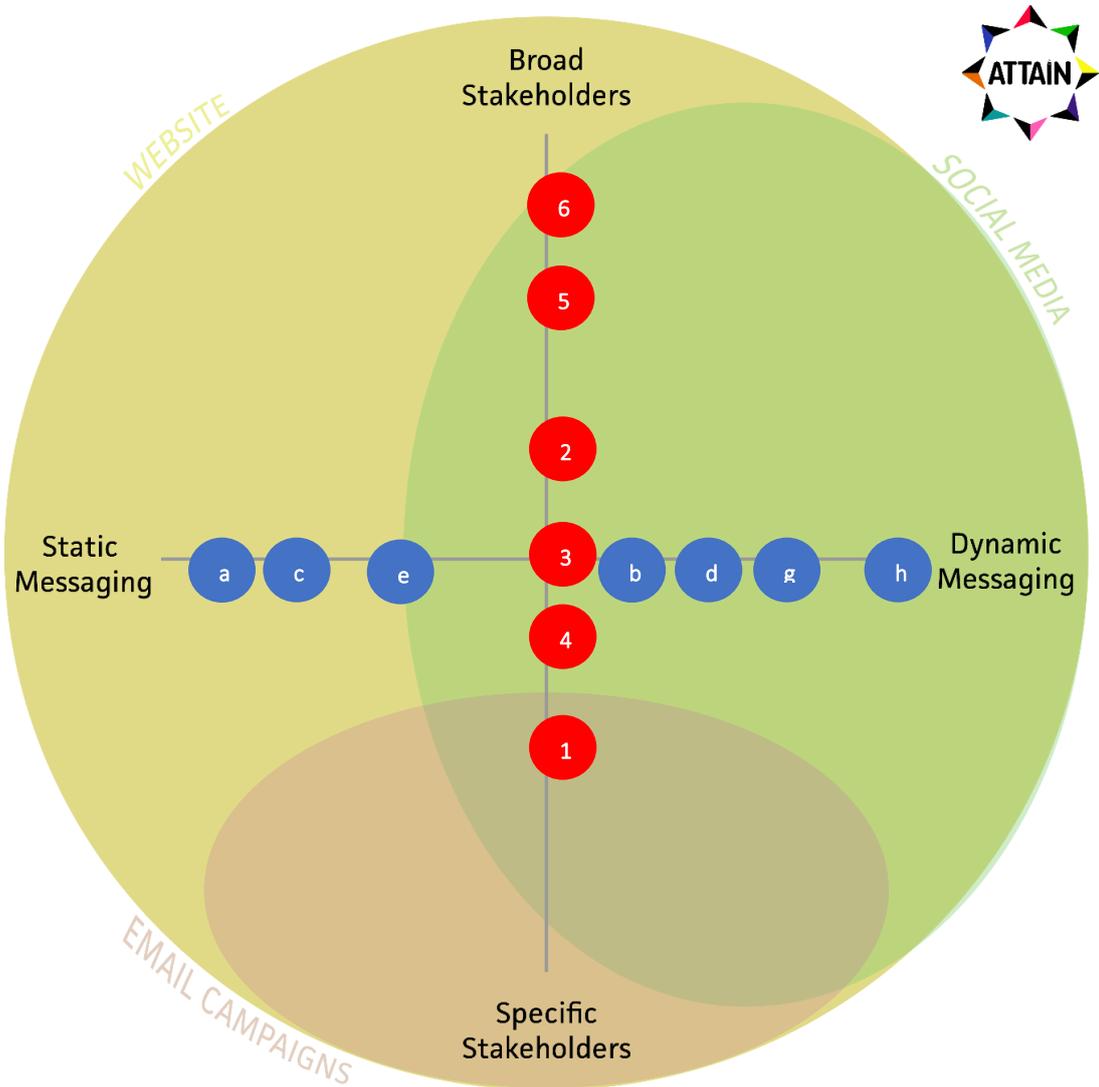
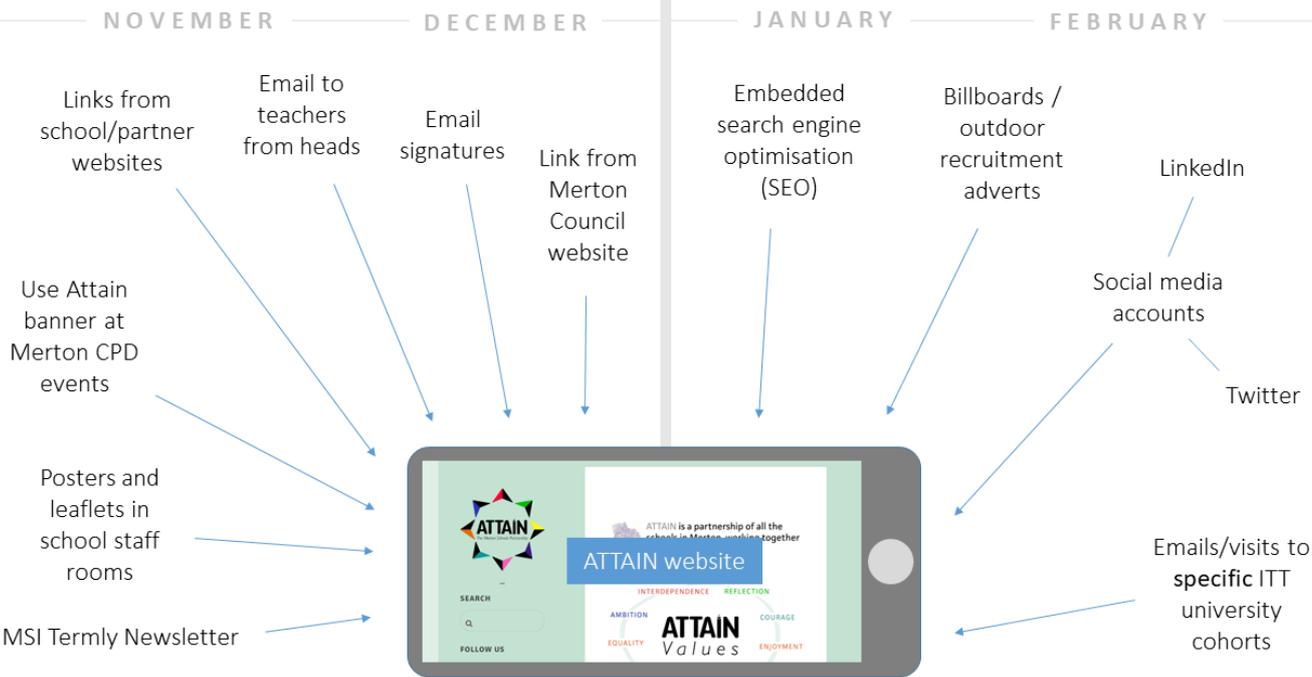
The Attain website will be launched in October 2018 and all communication will be aimed at directing stakeholders towards the website in the first instance.

The strategy will be split into 2 phases: Phase 1 will aim to engage internal stakeholders (school staff) and Phase 2 will seek to reach a range of external stakeholders.

See the diagram below for a description of key channels within each phase of the communications strategy:

PHASE 1 - Internal Stakeholders

PHASE 2 - External Stakeholders



Key Stakeholders

Phase 1

1. Merton teachers

Phase 2

2. Teachers working outside Merton
3. Trainee teachers
4. Parents of Merton pupils
5. University graduates
6. Professionals considering a career change

Key Messages

Phase 1

- a. The organisation of Attain and its aims
- b. The excellent CPD opportunities available for teachers in Merton
- c. The opportunity for sharing resources via the Attain website

Phase 2

- d. The overall benefits of working/living in Merton
- e. The professionalism of Merton schools
- f. The excellent CPD opportunities available for teachers in Merton
- g. ITT opportunities within Merton
- h. Teaching vacancies in key subjects

Costs

Communication Channel	Projected Cost
MSI termly newsletter	Nil
Posters/leaflets for school staff rooms	£125

Roller banners for events	£200
Links included on school/partner websites	Nil
Email to all teachers form headteachers	Nil
Link to Attain website included in email signatures	Nil
Link to Attain website included on Merton Council website	Nil
Search Engine Optimisation (1 year)	£1000
Public recruitment advertising banners	£300
Social media - LinkedIn	Nil
Social media - Twitter promotions	£1000
Visits to specific university ITT cohorts to drive social media engagement	Nil
TOTAL	£2500

Monitoring and Evaluation

The metrics for determining relative impact of paid communication channels will be as follows:

Communication Channel	Impact Metrics
Posters/leaflets for school staff rooms	An increase in traffic to Attain website
Roller banners for events	An increase in traffic to Attain website
Search Engine Optimisation (1 year)	An increase in traffic to Attain website
Public recruitment advertising banners	Improved participation in the NQT talent pool (vs 2017/18) Positive feedback from headteachers regarding recruitment
Social media - LinkedIn	Increasing connections Positive feedback from headteachers regarding recruitment An increase in traffic to Attain website
Social media - Twitter promotions	Increasing followers over time Increasing tweet impressions Lowering of cost per click (CPC) An increase in traffic to Attain website