



School recruitment marketing toolkit

Schools can play an important role in the active recruitment of trainee teachers. Many trainees are recruited by schools through their community network. This could be parents and family members, existing staff such as TAs, volunteers or other visitors to your school.

You can play a key role in supporting applications and raising awareness of teacher training.

This toolkit document offers support and guidance to help you promote teacher training to potential candidates in your school community.

A simple way to support recruitment is **use your existing staff network** to raise awareness of initial teacher training opportunities.

Most schools have a regular form of communication with their staff and school network either by emails, information sharing apps and newsletters. This form of marketing is an effective way to promote the programme and your school's involvement in recruiting trainee teachers.

To help get you started, below are some suggested email templates that you could use:

1. Example internal email to send to all school staff, to support general teacher training applications

Did you know that at [school name] many of our teachers have worked in other careers before training to teach and joining the profession? Transferring your existing skills to teaching can be incredibly rewarding, and there are practical benefits:

- *Qualified teachers get a minimum starting salary of £31k (or higher in London).*
- *Opportunities for progression.*
- *Holidays which can work well around family life.*
- *Good opportunities for part-time working and training.*

The recruitment window for primary and secondary teacher teaching from September 2025 is now open. We want to make sure our community network knows about this opportunity.

If you are already teaching, please forward this email to any friends or family who may be considering their career options. If you work in a support staff role and are thinking of becoming a teacher here's some information to help you get started:

- ***[Getintoteaching.gov.uk](https://www.getintoteaching.gov.uk)** is the best place to get advice on a route to teaching to suit you, and what is available locally.*

- *There is help to cover the costs of training fees with, loans, bursaries and salaried training routes available.*

2. Example email or newsletter content to your staff, for a school working with an ITT provider

Here at [school name] we are committed to training new teachers in partnership with [training provider name]. You may already know colleagues in this school and within the trust who have trained recently, who will tell you about the training and support we can offer.

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[ITT provider specific content, such as website address for more information, upcoming events]

3. Example wording to include in your school newsletters to parents or wider community

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Social media

If you work with a training provider already, follow and share their activity on social media wherever possible. Ask them if they have any marketing materials you could use such as banners or leaflets that you can display at your school.

National recruitment campaigns and events

Share details of national teacher training recruitment campaigns and events. You can find details of events here <https://getintoteaching.education.gov.uk/events>

School websites

Your own school website is an excellent place to promote teacher training to your community. Some schools have a whole page dedicated to trainee teacher recruitment with useful information about how to get into teaching as well as advertising their own vacancies.

You could include the following links:

<https://becoming-a-teacher.design-history.education.gov.uk/becoming-a-teacher/routes-into-teaching/>

<https://getintoteaching.education.gov.uk/>

<https://www.ktsh.org.uk/itt-for-trainees/>

<https://www.ktsh.org.uk/itt-providers/>

Below is some suggested copy you could include:

High quality teaching is the single biggest factor in securing strong outcomes for students. We know that effective teaching transforms the lives of our young people, helping them to unlock potential that they didn't know they had.

Initial Teacher Training (ITT) or Initial Teacher Education (ITE) is the training required to reach qualified teacher status (QTS) which you will need in order to teach in most schools in England.

If you are thinking of a career in teaching then the best place to start is the government's [Get Into Teaching](#) website which includes details of everything you need to know about training to be a teacher.

The DfE have also published this handy [e-brochure](#) with details of funding, benefits, qualifications and much more including a [step-by-step guide](#) to becoming a teacher.

Offer School experience

School experience is an excellent way to enable those interested in a career in teaching to gain a tangible insight into what it is like working in a school environment. You can register your school with the DfE to offer the chance for potential candidates thinking of teaching to gain experience at your school. Visit the following link for more information <https://schoolexperience.education.gov.uk/schools>