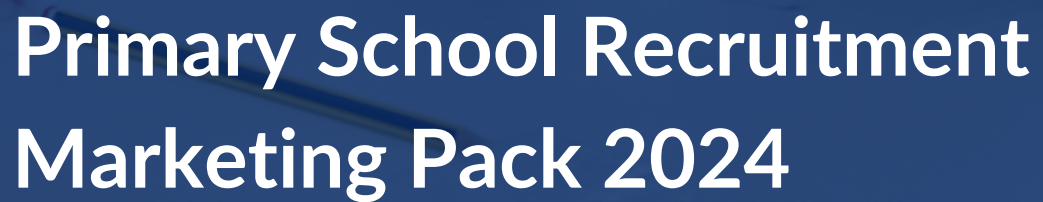




inspiring|leaders
teacher training



Ofsted
Outstanding
Provider



Primary School Recruitment
Marketing Pack 2024

We believe that **every child deserves an outstanding education** and this begins with an **outstanding teacher**

Thank you for hosting our current trainees and partnering with us to deliver outstanding teacher training. We're excited to have you on board to help spread the word about our programme!

This marketing pack is filled with useful materials—like banners, newsletter adverts, and social media graphics—to help you encourage passionate individuals to take their first step into teaching.

Together, we can inspire the next wave of amazing teachers who will make a real difference in your school and community.



Our logo

Incase you would like to use our logo, please take note of the following guidelines.

The logo consists of two elements, the leaf and the text which must sit together.

The logo is central to our brand, and must not be altered in any way.



Posters and banners

We've created a variety of promotional materials for you to advertise our programme to your community. You might like to add these to newsletters or choose to print them and put up in your school.

If you would like these made in a custom size, please speak to your Hub.

[Click to download](#)



Social Graphics

We've created a variety of graphics for you to post on your social media accounts.

When these are posted, please point people towards our website for further information.

Please also keep an eye on our social channels and share our posts where you can.



Find us online



ILSCITT



ILSCITT



ILSCITT



@ILSCITT

Website Landing Page

Since you kindly host our trainees, we would like for you to add a page on your website promoting our partnership to your audience.

We have written some wording for you to add, with areas for you to delete as appropriate. Please use our logo on this website and link to our website.

[Click to download](#)



School Marketing Tick Sheet

We've created a marketing tick sheet to keep you on track with supporting us with recruitment.

You will find a checklist to download below.

[Click to download](#) 



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Join us in recruiting
tomorrow's **school leaders**