

Grant-funded programmes: Communications and Marketing Protocol

(1) Introduction

- 1.1 This protocol is an overarching policy designed to set out how the marketing and communications will operate for the delivery of all ETF grant-funded programmes.
- 1.2 There are separate specific protocols for T Level Professional Development offer, Centres for Excellence in Maths and Taking Teaching Further programmes.
- 1.3 The protocol is a restatement and clarification of the contractual obligations of delivery partners.
- 1.4 The following guidelines fall under the remit of this protocol:
 - ETF Written Style Guidelines
 - ETF Branding Guidelines

These can be downloaded from our [website](#).

- 1.5 This communications and marketing protocol includes all such activities including (but not exclusively): marketing, literature, branding, public/media relations, newsletters, video/animations, web/digital, social media and publications.

(2) Core Brand

- 2.1 The core brand for all grant-funded programmes is the ETF brand and that must be the brand that is used.
- 2.2. There should be a clarification of the relationship between the delivery partner and the ETF in the wording within any marketing and communications (see branding guidelines). This is:

[Delivery Partner] is delivering this programme on behalf of the Education and Training Foundation.

- 2.3 Guidance in the brand guidelines as to how to use the Department for Education logo and delivery partner logo, with associated straplines, should be followed.
- 2.4 The core written style is the ETF style based on the guidelines in 1.4.
- 2.5 The delivery partner must use proscribed statements, wording and branding as advised by the ETF.
- 2.6 Any free courses or webinars run as part of grant-funded programmes should use the term “full-funded”.
- 2.7 a) This line about eligibility should be included in promotional literature: “The programme is funded and subsidised by the Department for Education for eligible organisations funded by the Education and Skills Funding Agency (ESFA).”
b) Where programmes cannot be accessed outside England (even at non-subsidised price) e.g. Further Forces, wording needs to clearly state these as open to England-only: “This programme is open to all organisations/individuals in England.”
- 2.8 All social media posts referencing grant-funded programmes must tag the ETF clearly as the owner of the programme.
e.g. “The @e_t_foundation xxx resources that we developed are now available online”
“Book onto this xxx course that we are delivering on behalf of @e_t_foundation”

(3) Responsibility

- 3.1 The Director of Communications and Marketing at the ETF has overall responsibility and authority for all ETF marketing and communications. This includes all aspects of communications and marketing for all grant-funded programmes. He has delegated aspects of this responsibility to those set out in section 3.2
- 3.2 Responsibility for signing off all delivery partner communications and marketing lies with the ETF communications and marketing department (see key contacts below). The first point of contact for delivery partners is with the ETF’s programme manager who will forward the communications and marketing to the department for review.

Charley Francis Senior Events and Digital Communications Officer	Brand, Literature, Design, Digital, Social Media, Imagery and Video	Charlotte.francis@etfoundation.co.uk Email only
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John Hilsdon or Ed Smith Media and Corporate Communications	Media, Newsletters and Communications	John.hilsdon@etfoundation.co.uk 07974 936747 Ed.smith@etfoundation.co.uk 07860 720584
Mark Brooks Director of Communications and Marketing	Overall responsibility	Mark.brooks@etfoundation.co.uk 07860 720586

- 3.3 It is important that if there are new types of marketing and communications, delivery partners should consult with the above at the outset to ensure time and money is not wasted on non-brand compliant material.
- 3.4 For signing off material, a minimum of 48 hours' notice should be given before it is due to be issued. Please see the Sign Off Process guidelines for more information.
- 3.5 Items such as press releases, newsletters, articles/blogs, social media campaigns (not solus social media itself such as tweets or posts) and other related activity must be cleared with as much notice as possible (48 hours).
- 3.6 Delivery partners are not allowed to create new website(s) unless agreed by both the Project Manager, Director of Communications and Marketing and the Business Systems Manager.
- 3.7 Case Studies (which are hugely welcomed) should also be sent to those listed in 3.2 to enable a library to be created.
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Annex 1: Contractual Obligations

Featured in contract schedules

(1) Branding

- 1.1 The Supplier shall comply with the branding guidelines of ETF as specified in this clause 18 and ETF hereby grants to the Supplier a non-exclusive, non-transferable licence to use ETF's branding and logos for the purposes of delivering the Services and limited to the duration of this Agreement unless otherwise agreed in writing.
- 1.2 For all Deliverables the predominantly featured brand shall be ETF's brand unless otherwise agreed with ETF Representative and ETF's Communications and Marketing Department.
- 1.3 The Supplier shall refer to and follow ETF's brand guidelines - <http://www.et-foundation.co.uk/etf-brand-guidelines-templates/> to ensure correct application of the brand including any specific delivery partner brand guidelines. These latter guidelines will set out how any logos of delivery partners can be positioned.
- 1.4 The Supplier shall use the phrase "[Delivery Partner] is working in partnership with the Education and Training Foundation to deliver this offer" in all channels and in all media to acknowledge ETF. No other wording shall be used unless otherwise agreed by the Parties.
- 1.6 All branded material must be signed off by the ETF's Director of Communications and Marketing (or an agreed person with delegated authority within the ETF's Communications and Marketing Department).
- 1.5. All branding must comply with standard accessibility requirements to ensure inclusivity.

2. Marketing and Communications

- 2.1 The Supplier shall be responsible for all the marketing and sales of courses delivered as part of this Agreement and as set out in the Response to Tender. This includes ensuring target numbers and income, as detailed in 3, are recruited and appropriate remedial action is proposed and agreed with ETF, should recruitment fall below the agreed target number of delegates.
- 2.2 ETF shall offer general marketing support to the Supplier where required and requested, however the full responsibility for recruitment remains with the Supplier.

- 2.3 The Supplier shall ensure all marketing and communication materials and resources developed as part of this Agreement adhere to the ETF's brand guidelines.
- 2.4 The Supplier shall provide a named contact for the management of communications and shall provide a draft copy of the relevant communications and marketing plan promptly to the Project Manager and the ETF's communications and marketing department.
- 2.5 The Supplier shall provide press releases, media articles and other public relations activities to ETF's Communications and Marketing Department for approval at least two weeks before the distribution date. The ETF's Communications team shall provide a response within four working days.
- 2.6 The Supplier should clearly reference activity as ETF activity in all social media posts, tagging our social media accounts. E.g. "Book onto this xxx course we are running on behalf of the @e_t_foundation".
- 2.7 The Supplier shall include the ETF's boilerplate in the notes to editors of all press releases.

3. Websites and Social Media

- 3.1 Unless agreed by both the Project Manager, Director of Communications and Marketing and the Business Systems Manager, a Supplier is not allowed to create a brand-new website specific to the delivery of their ETF commissioned programme or group of ETF commissioned programmes.
- 3.2 Unless agreed by both the Project Manager and Director of Communications and Marketing, a Supplier is not allowed to create a brand-new social media account (Facebook page, Twitter account etc) specific to the delivery of their programme.
- 3.3 The Supplier must advise the Communications and Marketing Department of any significant planned social media activity.

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Appendix (from partnership framework)

1. BRANDING

Branding

For all contract deliverables, the lead brand must be the ETF's brand unless otherwise agreed both with the ETF Lead and the ETF's Director of Marketing and Communications (or an agreed person with delegated authority within the ETF's Marketing and Communications Department).

Partners must comply with the ETF's brand guidelines - <http://www.et-foundation.co.uk/etf-brand-guidelines-templates/> to ensure they are applying the brand correctly alongside any other brand (such as a Government Department) that is a contractual requirement. This is a mandatory requirement, bar any specific bespoke agreements reached.

All new branded material must be signed off by the ETF's Director of Marketing and Communications (or an agreed person with delegated authority within the ETF's Marketing and Communications Department)

All branding must comply with standard accessibility requirements to sure inclusivity.

Promotional activity

Delivery Partners must create and agree their communications and marketing plan in consultation both with the ETF Lead and the ETF's Director of Marketing and Communications (or an agreed person with delegated authority within the ETF's Marketing and Communications Department).

Partners must use the phrase 'Commissioned and funded by the Education and Training Foundation' in all channels and in all media to acknowledge the ETF's involvement e.g. not 'supported by' or 'in partnership with' unless otherwise agreed. For some specific programmes there will be a requirement to include a reference to a Government Department, such as the Department for Education.

2. MARKETING AND COMMUNICATIONS

Marketing and Communications

On grant funded activity the Delivery Partner will be responsible for all the marketing and sales of courses as set out in the tender response document. This includes ensuring target numbers and income, as detailed within this document, are recruited and appropriate remedial action

is proposed and agreed with the ETF, should recruitment fall below the agreed target number of delegates.

The ETF will offer general marketing support to the Delivery Partner where required and requested, however the full responsibility for recruitment remains with the Delivery Partners.

The Delivery Partner will ensure all marketing and communication materials and resources developed adhere to the ETF's brand guidelines. The Delivery Partner will provide a named contact for the management of communications and will provide a draft copy of the relevant communications and marketing plan promptly to the ETF Lead.

Where ETF bids for work directly from commissioners, the arrangements may be different with ETF taking greater responsibility for marketing and communications.

Media, Public Relations and Social Media

The ETF's Marketing and Communications team require prior sight of all press releases, articles and other public relations activities produced by Partners.

All press releases must include the ETF's boilerplate in the notes to editors, which is available from the Communications and Marketing Department.

Websites and Social Media

Unless agreed by the ETF lead and Director of Business Strategy, a Partner is not allowed to create a brand-new website specific to the delivery of their ETF commissioned programme or group of ETF commissioned group of programmes.

Unless agreed both the ETF lead and Director of Marketing and Communications, a Partner is not allowed to create a brand-new social media account (Facebook page, Twitter account etc) specific to the delivery of their programme.

The Delivery Partner must advise the ETF lead of any significant planned social media activity.