

## **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.
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- 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 prescribed 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 “fully-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), 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 Communications and Marketing Director at the ETF has overall responsibility and authority for all ETF marketing and communications. This includes all aspects of marketing and communications for all grant-funded programmes. They have 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 performance manager who will forward the communications and marketing to the department for review.

Charley Francis Senior Marketing Services Officer	Brand, Literature, Design, Imagery and Video	<a href="mailto:charlotte.francis@etfoundation.co.uk">charlotte.francis@etfoundation.co.uk</a> Email only
Ed Smith Communications Manager	Media, Case Studies, Newsletters and Communications	<a href="mailto:ed.smith@etfoundation.co.uk">ed.smith@etfoundation.co.uk</a> 07974 936747

- 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.
- 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 (two weeks).
- 3.6 Delivery partners are not allowed to create new website(s) unless agreed by the Performance Manager, Communications and Marketing Director and the Head of Information Management & Technology.
- 3.7 Any media created for the programme must be hosted on the ETF YouTube account (video) and the ETF Soundcloud account (podcast).
- 3.8 Case Studies (which are hugely welcomed) should also be sent to those listed in 3.2 to enable a library to be created.
- 3.9 Delivery partners should be mindful of the potential of being subject to sampling against branding requirements throughout the term.

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