



Case Study – The Department for Education
‘Get into Teaching’

'Get into Teaching'

The Department for Education ran their Featurelink campaign 'Get into Teaching' encouraging people to consider employment within education and highlighting the benefits of teaching. The campaign ran in June and July 2018 in 21 daily and weekly local titles.

The aim of the campaign

- The Department for Education sought to target communities to encourage individuals to consider careers in teaching. Choosing local media as their platform enabled them to speak directly to communities through a highly trusted and powerful medium.
- To help encourage an interest in teaching, the campaign also highlighted the tax-free bursaries that are available to help you train.
- The campaign also emphasised how rewarding and beneficial teaching can be for the public; using local media, a platform with community at its heart, helps to amplify this message further.



Searching for a fulfilling and rewarding career? Choose to teach



Feeling a sense of pride at work can be incredibly rewarding, but how many of us experience this? Wouldn't it be great if you did?

The younger generation are particularly keen to pursue a rewarding career. Research from the Get Into Teaching campaign shows almost a third (30%) of students and recent graduates in Nottingham want a career that makes them feel proud, and over half (54%) want to feel their job is worthwhile.

That's why teaching could be a fulfilling career option for those starting out in the world of work. Whether you're a student or recent graduate, or even someone looking for a change in career, being a teacher offers these kinds of emotional rewards you might be looking for.

Why teaching? Research from the campaign also shows three-

quarters (77%) of current teachers feel proud of the job they do at least once a week and two-thirds (68%) of teachers feel they have the opportunity to inspire people every day, compared to less than a third (31%) of non-teachers.

If you train to teach you could experience these feelings in your career too. When you're a teacher, you can inspire young people to realise their ambitions and go home each day knowing you've made a difference.

Samantha Flint, a teacher at Fairfield Primary Academy in Nottingham, said: "Teaching is a job that I'm incredibly proud to do. As a graduate, I had lots of choices of potential careers but I was drawn to teaching. Ultimately, I hoped for a career that was rewarding, and teaching definitely delivers! Every day, I get to inspire children to be passionate about learning and

to develop skills that will help them in their lives. It is a career full of emotional rewards - I feel like I'm doing something really worthwhile. I've also been supported and encouraged to develop my skills, which has enabled me to progress my career. I would encourage anyone looking for a truly meaningful career to find out more about teaching."

The other great thing about being a teacher is the balance it strikes between emotional and practical rewards. To help attract bright talent to the profession, generous tax-free bursaries of up to £26,000* are available to help you train. A career in teaching also offers you the possibility of rapid progression.

Are you tempted by teaching? Experts from the Get Into Teaching team are on hand, providing guidance to aspiring teachers.

To find out more visit: [education.gov.uk/teaching](https://www.education.gov.uk/teaching) or call **0800 389 2500**.

*Subject to eligibility. Selected subjects only

The Get Into Teaching campaign, from the Department for Education, provides a comprehensive programme of support and advice



Brought to you by **featurelink**

The campaign

- Using the Featurelink service, the 'Get into Teaching' campaign ran alongside advertorial features in local print as well as the news brand's digital platforms.
- The advertorial features in local print presented detailed copy for people to learn more about teaching opportunities and encourage them to explore the tax free bursaries available.
- The campaign aimed to raise awareness within the right target audience. By advertising in local media, DFE were able to promote awareness of their campaign at the source.
- JICREG was used to pinpoint the most effective titles based on location and audience analysis. As such Featurelink was able to place the ads in a highly contextual and relevant environment.

The screenshot shows a web page from Manchester Evening News. The header includes the site logo, navigation menus for 'NEWS', 'IN YOUR AREA', 'WHAT'S ON', 'MAN CITY', 'MAN UTD', 'SPORT', and 'MORE', along with social media icons for Facebook, Twitter, and Instagram. A weather widget shows '15°C CLOUDY'. Below the header, there are links for 'JOBS', 'MOTORS', 'PROPERTY', 'DIRECTORY', 'FUNERAL NOTICES', 'BUYSELL', 'DATING', 'BOOK AN AD', and 'PUBLIC'. The main content area features a 'Special Features' tag and the article title 'Interested in a job you can be proud of? You could choose to teach'. The article text begins with 'Feeling a sense of pride at work can be incredibly rewarding, but how many of us experience this? Wouldn't it be great if you did?'. Below the text are social sharing icons for Facebook, Twitter, LinkedIn, and Email, along with a 'COMMENTS' section. The author is identified as 'By Stephen Hurrell' with a timestamp of '15:35, 28 JUN 2018' and an update timestamp of 'UPDATED 10:31, 10 JUL 2018'. A grey 'ADVERTORIAL' label is positioned to the right of the author information. The main image shows a man in a suit and glasses pointing at a human skeleton model in a classroom setting, surrounded by students. To the right of the main image is a 'RECOMMENDED' section with three article thumbnails and titles: 'This football club offers a lifeline for anyone with Cerebral Palsy - and the physical effects are 'measurable'', 'No winner of £497 million* US super jackpot - Brits have another chance tonight', and 'The best places in town for your 2018 Christmas party'.

Measurement of the campaign



MULTI-PLATFORM

DFE WERE ABLE TO TARGET THEIR AUDIENCES THROUGH ADVERTORIALS IN BOTH PRINT AND DIGITAL PLATFORMS.



NATIONAL REACH

THE 'GET INTO TEACHING' FEATURELINK WAS LAUNCHED IN 21 LOCAL MEDIA TITLES IN THE UK THEREBY ENSURING A NATIONWIDE REACH FOR DFE'S CAMPAIGN.



DIRECT CONTACT

BY PROVIDING A LINK AND EMAIL IN THE COPY, PEOPLE COULD GO DIRECTLY TO THE SOURCE TO LEARN ABOUT AND APPLY FOR DFE'S TEACHING OPPORTUNITIES.

Eastern Daily Press

[Home](#)[News](#)[Sport](#)[Business](#)[Going Out](#)[Features](#)[Your Town](#)[Opinion](#)

[Fighting for Their Futures](#) [Quizzes](#) [Lifestyle](#) [Heritage](#) [Travel](#) [Bride Magazine](#) [Family History](#)

HOT TOPICS: [BOOKS FOR SCHOOLS](#) | [SCIENCE FEST](#) | [HALLOWEEN](#) | [CERVICAL SCREENING](#) | [W](#)

Are you tempted by teaching?

PUBLISHED: 16:55 05 July 2018 | **UPDATED:** 17:02 05 July 2018



Interested in a job you can be proud of? You could choose to teach



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The younger generation are particularly keen to pursue a rewarding career. Research from the Get Into Teaching campaign shows almost a third (30%) of students and recent graduates in Bristol want a career that makes them feel proud, and almost half (47%) want to feel their job is worthwhile.

That's why teaching could be a fulfilling career option for those starting out in the world of work. Whether you're a student or recent graduate, or even someone looking for a change in career, being a teacher offers these kinds of emotional rewards you might be looking for.

Why teaching? Research from the campaign also shows

three-quarters (77%) of current teachers feel proud of the job they do at least once a week and two-thirds (68%) of teachers feel they have the opportunity to inspire people every day, compared to less than a third (31%) of non-teachers.

If you train to teach you could experience these feelings in your career too. When you're a teacher, you can inspire young people to realise their ambitions and go home each day knowing you've made a difference.

Roger Pope, a National Leader of Education and spokesperson for the Get Into Teaching campaign, said: "As a lifelong teacher myself, I know how fulfilling the job is, particularly when it comes to the pride you feel. Our research shows that students and graduates in Bristol are looking for fulfilling and impactful careers, which

is why teaching should be a real consideration for them. It marries the things that this cohort cares most about: helping make a difference to other people and the world around us, whilst also allowing committed and dedicated professionals to pursue their own career goals."

The other great thing about being a teacher is the balance it strikes between emotional and practical rewards. To help attract bright talent to the profession, generous tax-free bursaries of up to £26,000* are available to help you train. A career in teaching also offers you the possibility of rapid progression - in fact, teachers in leadership roles earn on average £57,500.

Are you tempted by teaching? Experts from the Get Into Teaching team are on hand, providing guidance to aspiring teachers.

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