

A young man and woman in school uniforms are looking at a document together in a classroom. The man is on the left, wearing a white shirt and a red and blue striped tie. The woman is on the right, wearing a dark sweater with a pattern. They are both smiling and looking at the document. In the background, other students are visible, some in school uniforms. The scene is lit with warm, indoor lighting.

# Teaching Makes People Stakeholder Toolkit

This toolkit provides you with information on the Scottish Government's teacher recruitment campaign and highlights all the ways in which stakeholders can support it.

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# Campaign Overview

There is a need to encourage more people to consider a becoming a secondary school teacher in Scotland, particularly in harder to fill subjects including the sciences, maths, technology, modern languages and Gaelic.

A national teacher recruitment marketing campaign will promote secondary school teaching as a career, focusing particularly on reaching undergraduates and recent post-graduates living in Scotland, with a call to action to visit the [teachinscotland.scot](https://teachinscotland.scot) website to find out more the benefits of teaching, and the different routes into the career.

The campaign will run from 22 January to 8 March 2026 across TV (video on demand), Cinema, Outdoor and Digital channels.

This toolkit shares information about the campaign, and links to the marketing assets that are available to share to help partners and stakeholders spread the campaign message.



# Campaign website

The campaign website [teachinscotland.scot](https://teachinscotland.scot) features a range of content and resources developed to inform people interested in finding out more about a career in teaching.

Content includes:

- Benefits of teaching
- Different routes into teaching
- Teacher education courses in Scotland
- Teaching jobs in Scotland
- Teacher stories
- How to register for more information

The screenshot shows the homepage of the Teach In Scotland website. At the top, there is a teal header with the 'Teach In Scotland' logo on the left, 'Contact us' in the center, and two orange buttons on the right: 'Sign up for more info' and 'Apply through UCAS'. Below the header is a navigation menu with links for '# Home', 'Why become a teacher', 'Become a teacher', 'News', and 'Teaching jobs'. The main content area features a large hero image of a young man and woman looking at a screen together. A teal overlay on the left side of the image contains the quote: "Teaching shapes lives, including yours." Below the image is a teal bar with the text 'Start your journey'. Underneath this bar are three columns of content, each with an orange icon, a title, a short paragraph, and an orange button. The first column has a person icon, the title 'Is teaching right for you?', the text 'Choose a highly rewarding and challenging career.', and the button 'Get inspired'. The second column has a person and speech bubble icon, the title 'How to become a teacher', the text 'Explore the many ways you can start your journey into teaching.', and the button 'More info'. The third column has a person climbing stairs icon, the title 'How to apply', the text 'Our handy checklist will help you work step-by-step through the process.', and the button 'Go and see'.

# Key messages

- Teaching is a challenging and highly rewarding career
- As a teacher you can help shape a young person's future, and give them the knowledge, skills and confidence they need to succeed.
- When you teach, every day is different.
- When you teach, you can share your knowledge and passion for your subject.
- As a teacher you'll have the opportunity to add to your professional skills and expertise, with clear pathways for career progression.
- Teaching in Scotland offers a competitive salary that grows with your experience.
- Teachers benefit from excellent annual leave entitlements and good pensions.
- There are secondary school teaching jobs available across Scotland.
- You can choose from a range of initial teacher education courses across the country.
- Visit [teachinscotland.scot](https://teachinscotland.scot) to find out more.
- Visit [teachinscotland.scot](https://teachinscotland.scot) to start your teaching journey.

# TV advert

A 30 second TV advert has been developed to demonstrate the rewarding nature of a job in teaching, both in terms of the personal and professional growth of the teacher, and the benefits to the learners, focusing on the breakthrough moments between teachers and students.

[View the campaign advert here](#)



# How you can support the campaign

A range of assets are available for you to download and share across your own channels with messaging you can tailor to suit your audiences.

- 15 second social videos
- Social images
- Suggested social copy

A campaign page has been created on the Scottish Government Marketing News site to share all the campaign assets.

[Download campaign assets here.](#)



# Social videos

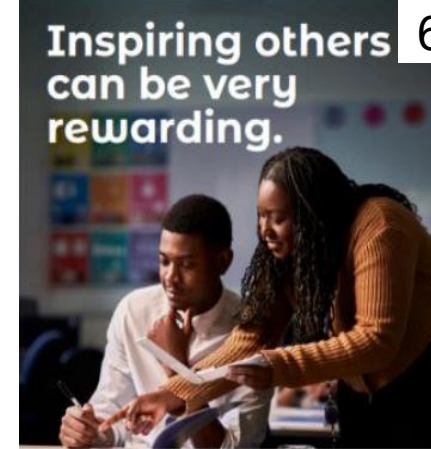
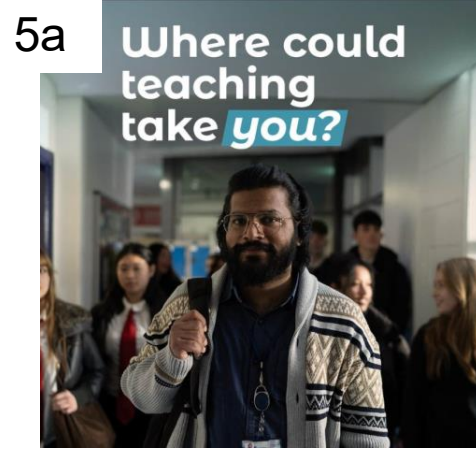
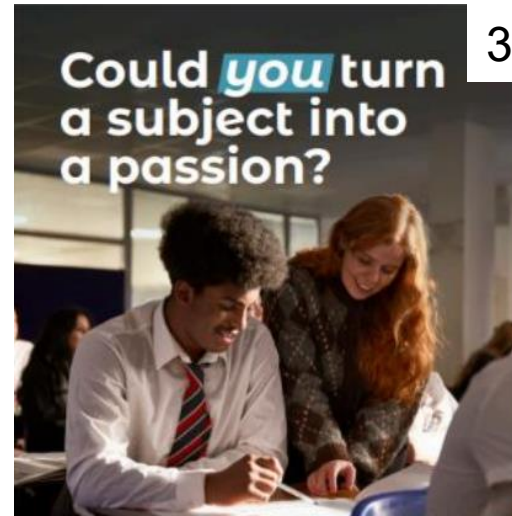
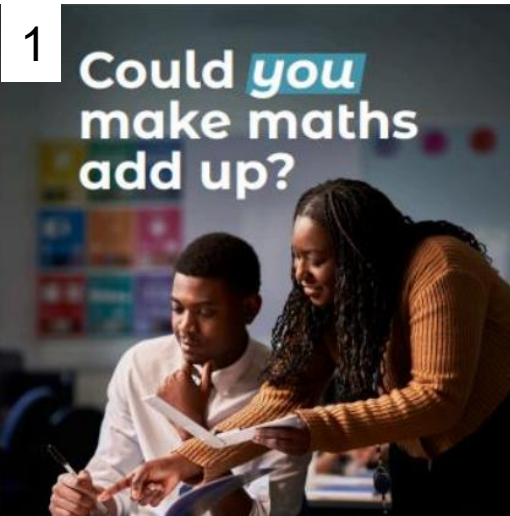
Two 15 second social videos are available to download and share.

Social video A

Social video B



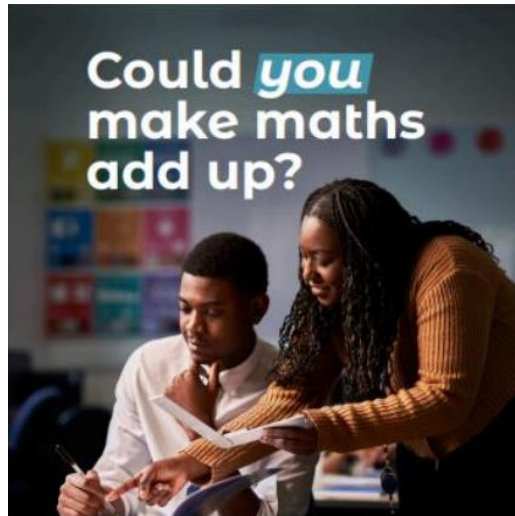
# Social images



Alt text:

1. & 6. Female teacher holding an angle measurement ruler while helping a learner at a desk in classroom.
2. Male teacher standing between two pupils in front of some school lockers
3. Female teacher helping a learner in a classroom
4. Male science teacher helping a learner with a science experiment in a school chemistry lab.
5. Teacher standing in school corridor with pupils in the background.

# Example social posts



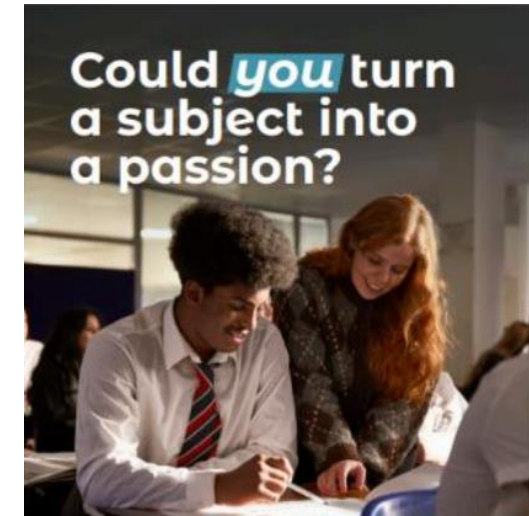
Post copy:  
When you teach, you can share your knowledge and passion for your subject. Teaching makes people.

URL:  
[TeachinScotland.scot](https://teachinScotland.scot)



Post copy:  
Being a teacher allows you to develop a range of different skills. Teaching makes people.

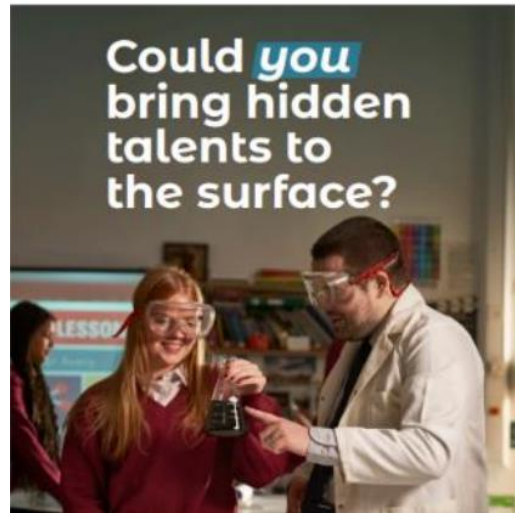
URL:  
[TeachinScotland.scot](https://teachinScotland.scot)



Post copy:  
Could you inspire your learners to believe in themselves and reach their full potential? Teaching makes people.

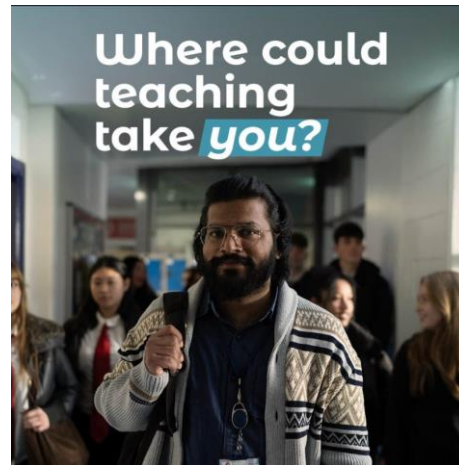
URL:  
[TeachinScotland.scot](https://teachinScotland.scot)

# Example social posts



Post copy:  
When you teach, you can develop the skills to help unlock hidden talents. Teaching makes people.

URL:  
[Teachinscotland.scot](https://teachinscotland.scot)



Post copy:  
There are secondary school teaching jobs available across Scotland. Choose from a range of different initial teacher education courses across the country to begin your journey. Teaching makes people.

URL:  
[Teachinscotland.scot](https://teachinscotland.scot)



Post copy:  
Inspiring others can be very rewarding. From 1 April 2026 a starting salary for a probationer teacher will be £35k, rising to £42k on qualification. Teaching makes people.

URL:  
[Teachinscotland.scot](https://teachinscotland.scot)

# Get in touch

Thank you for supporting the teacher recruitment marketing campaign.

If you have any questions, or if you require further information or assets, please don't hesitate to get in touch at [SGmarketing@gov.scot](mailto:SGmarketing@gov.scot).