**LANGUAGE TEACHER TRAINING SCHOLARSHIP**

* Where appropriate please use the leading images which have been resized for the different mediums (see compressed folder supplied with content)
* Please ensure you use the tracked link (if you are inserting a hyperlink to text/image) or bitly link (if you are using content in social media or inserting the link directly into text) which is relevant to the media you use e.g. website, newsletter, Twitter

**NB: Tracked links have been created specifically for each piece of content so we can measure the impact of the different versions of content, therefore it is important that you use the correct link**

* The following content has been provided for the following:
	+ Promotional image (images have been supplied in dimensions suitable for web and social media use)
	+ Overview
	+ Web copy
	+ Newsletter
	+ Social media – Twitter, Facebook and LinkedIn posts
	+ eComms

Any queries or concerns please contac:

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**OVERVIEW**

A new scholarship scheme offering £27.5K tax free for graduates with a 2.1 and above in French, German and Spanish to train as secondary school teachers.

**WEBSITE**

* *Hyperlink to following tracked link to selected text and/or images in web content (also inserted in copy below):* [**https://www.britishcouncil.org/study-work-create/opportunity/uk/languages-teacher-training-scholarships?utm\_source=partner\_website&utm\_campaign=LTTS\_17&utm\_medium=web**](https://www.britishcouncil.org/study-work-create/opportunity/uk/languages-teacher-training-scholarships?utm_source=partner_website&utm_campaign=LTTS_17&utm_medium=web)
* *Or insert the bitly link:* [**http://bit.ly/2k0dehL**](http://bit.ly/2k0dehL)



*Image dimensions: 630 x 354*

**Title:** £27.5K tax free to train as a secondary teacher

**Summary:** Financial support to help new language teachers through their training year

**What’s it all about?**

Are you passionate about French, German or Spanish? If so, you could receive a languages scholarship of £27,500 to train as a secondary school teacher.

As a language teacher you can continue to use your language every day. You can play a part in equipping the next generation with skills employers need. Good language teachers are in demand and there has never been a better time to enter the profession, with attractive starting salaries and long-term job prospects.

As a Languages Teacher Training Scholar, you will, in addition to the financial support, receive access to mentor support and a range of professional development opportunities and resources.

Take a step towards inspiring a new generation of young people to love languages as much as you do.

**Am I eligible?**

To be eligible to apply, you must have one of the following in French, German or Spanish:

a minimum of a 2:1, or predicted 2:1 demonstrable and significant knowledge together with a degree in another subject or a 2:2, or predicted 2:2 in the language a relevant PhD or Master’s degree, or recognised equivalent.

You must also have secured a place on an eligible non-salaried languages teacher training scheme in England for the 2017/18 academic year by September 2017. And you must be eligible for a tuition fee loan. Your chosen teacher training provider will be able to advise you on this.

**How do I apply?**

Once you have secured a place with your preferred school or university, you can apply directly to us for the scholarship. You can [**register your interest**](https://www.britishcouncil.org/study-work-create/opportunity/study-abroad/mfl-scholarships/register)[hyperlink to:<https://www.britishcouncil.org/study-work-create/opportunity/uk/languages-teacher-training-scholarships?utm_source=partner_website&utm_campaign=LTTS_17&utm_medium=web>] now and we will be in touch soon with all the relevant details.

If you are not awarded a scholarship, you could still access a bursary - you can find out about the funding and training options available and how to apply for teacher training on the Department for Education's [**Get Into Teaching website**](https://getintoteaching.education.gov.uk/) [*hyperlink to:* [*https://getintoteaching.education.gov.uk/*](https://getintoteaching.education.gov.uk/)*].*

**NEWSLETTER:**

* *Hyperlink to following tracked link to selected text and/or images in newsletter content (also inserted in copy below)::* [**https://www.britishcouncil.org/study-work-create/opportunity/uk/languages-teacher-training-scholarships?utm\_source=partner\_newsletter&utm\_campaign=LTTS\_17&utm\_medium=web**](https://www.britishcouncil.org/study-work-create/opportunity/uk/languages-teacher-training-scholarships?utm_source=partner_newsletter&utm_campaign=LTTS_17&utm_medium=web)
* *Or insert the Bitly text*: [**http://bit.ly/2k0fNk4**](http://bit.ly/2k0fNk4)
* *You can also include the following tracked link for the Get Into Teaching home page:* [**https://getintoteaching.education.gov.uk/?utm\_source=externalemail&utm\_medium=email&utm\_campaign=britishcouncil2017homepage**](https://getintoteaching.education.gov.uk/?utm_source=externalemail&utm_medium=email&utm_campaign=britishcouncil2017homepage)
* *Or insert the Bitly link*: [**http://bit.ly/2ktjSyp**](http://bit.ly/2ktjSyp)
* *You can also include the following tracked link for the Get Into Teaching funding page:* [**https://getintoteaching.education.gov.uk/funding-and-salary/overview?utm\_source=externalemail&utm\_medium=email&utm\_campaign=britishcouncil2017funding**](https://getintoteaching.education.gov.uk/funding-and-salary/overview?utm_source=externalemail&utm_medium=email&utm_campaign=britishcouncil2017funding)
* *Or insert the Bitly link*: [**http://bit.ly/2k3XzP1**](http://bit.ly/2k3XzP1)

**30-WORD summary**

The **Languages Teacher Training Scholarship** [*hyperlink to:* <https://getintoteaching.education.gov.uk/?utm_source=externalemail&utm_medium=email&utm_campaign=britishcouncil2017homepage>] offers graduates who are passionate about French, German or Spanish £27.5K tax free during their year training to be a secondary school teacher in England.

**70 Words Summary**

The **Languages Teacher Training Scholarship** [*hyperlink to*: <https://getintoteaching.education.gov.uk/?utm_source=externalemail&utm_medium=email&utm_campaign=britishcouncil2017homepage>] is a new initiative to support graduates who are passionate about French, German or Spanish to train as secondary school teachers. Successful applicants will get £27.5K tax free while they complete their studies on an eligible teacher training course in England. Good language teachers are in demand and the rewards are better than ever.

**90 Character Summary**

Financial support to help new language teachers through their training year.

*NB: Specified character limits includes spaces*

**SOCIAL MEDIA**

NB: Use the bitly links included in suggested posts.

**Facebook post**

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*Image dimensions: 1200 x 620*

Are you passionate about French, German or Spanish? If so, and particularly if you have or hope to get a 2.1 or above in the subject, you could get £27.5K to train as a secondary school teacher in England. [**http://bit.ly/2k0c1Hx**](http://bit.ly/2k0c1Hx)

Use your French, German or Spanish every day, and get £27.5K to train as a secondary teacher.

Your passion for French, German and Spanish is infectious. Use it to inspire a new generation of young people. Make a start in a secure and valued career as a secondary school teacher. You could get £27.5K tax free while you train. [**http://bit.ly/2k0c1Hx**](http://bit.ly/2k0c1Hx)

**LinkedIn post**

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*Image dimensions: 664 x 220*

Language teaching is a secure and valued career. And if you have a 2.1 in French, German or Spanish you could get £27.5K tax free to train as a secondary school teacher. [**http://bit.ly/2jxwxMx**](http://bit.ly/2jxwxMx)

**Tweets (posts on Twitter)**

 

*Image dimensions: 440 x 220*

* Applicant facing]

Passionate about French, German or Spanish? You could get £27.5K tax free to train as a teacher [**http://bit.ly/2k3Po5t**](http://bit.ly/2k3Po5t)

Use your French, German, or Spanish every day. You could get £27.5K tax free to train as a teacher [**http://bit.ly/2k3Po5t**](http://bit.ly/2k3Po5t)

* Schools facing

Student teachers with a 2.1 in French, German or Spanish could get £27.5K tax free to train, helping them to deliver [**http://bit.ly/2k3Po5t**](http://bit.ly/2k3Po5t)

**Other social media**

* *Hyperlink to following tracked link to selected text and/or images in social media posts (also inserted in copy below):*
* [**https://www.britishcouncil.org/study-work-create/opportunity/uk/languages-teacher-training-scholarships?utm\_source=partner\_other&utm\_campaign=LTTS\_17&utm\_medium=social\_media**](https://www.britishcouncil.org/study-work-create/opportunity/uk/languages-teacher-training-scholarships?utm_source=partner_other&utm_campaign=LTTS_17&utm_medium=social_media)
* Or use the bitly link: [**http://bit.ly/2jS0mYW**](http://bit.ly/2jS0mYW)

**ECOMMS**

**Applicant facing**

* *Hyperlink to following tracked link to selected text and/or images in email content (also inserted in copy below):* [**https://www.britishcouncil.org/study-work-create/opportunity/uk/languages-teacher-training-scholarships?utm\_source=partner\_email&utm\_campaign=LTTS\_17&utm\_medium=email**](https://www.britishcouncil.org/study-work-create/opportunity/uk/languages-teacher-training-scholarships?utm_source=partner_email&utm_campaign=LTTS_17&utm_medium=email)
* *Or insert bitly:* [**http://bit.ly/2jfaMQN**](http://bit.ly/2jfaMQN)
* *If required, hyperlink to following tracked link Get Into Teaching home page in selected text and/or images in email content*: [**https://getintoteaching.education.gov.uk/?utm\_source=externalemail&utm\_medium=email&utm\_campaign=britishcouncil2017homepage**](https://getintoteaching.education.gov.uk/?utm_source=externalemail&utm_medium=email&utm_campaign=britishcouncil2017homepage)
* *Or insert the Bitly link*: [**http://bit.ly/2ktjSyp**](http://bit.ly/2ktjSyp)

**Share your love of languages**

|  |  |
| --- | --- |
| Are you passionate about French, German or Spanish? If so, you could receive a languages scholarship of £27,500 to train as a secondary school teacher.As a language teacher you can continue to use your language skills every day. You can play a part in equipping the next generation with skills employers need. Good language teachers are in demand and there has never been a better time to enter the profession, with attractive starting salaries and long-term job prospects. Successful applicants will, in addition to the financial support, receive access to mentor support and a range of professional development opportunities and resources. Take a step towards inspiring a new generation of young people to love languages as much as you do.The closing date is 31 July 2017. Places are limited so please apply early to avoid disappointment.**Apply today** *[hyperlink to:* <https://www.britishcouncil.org/study-work-create/opportunity/uk/languages-teacher-training-scholarships?utm_source=partner_email&utm_campaign=LTTS_17&utm_medium=email>]. Remember to double-check the eligibility criteria before you apply. |  |