The Schools Register

Direct dialogue with the education sector made easy

The Schools Register is the longest running and most established Education marketing database available in the UK. Utilising the Schools Register database our clients who include publishers, government agencies and educational suppliers can ensure they are getting their message, service or product in front of the right decision maker. This reduces campaign waste and improves response rates.

Precision Targeting Through Breadth and Depth

Only available on The Schools Register Education database, these unique variables offer a valuable insight into school life, computer usage, school trips undertaken, extended services, examinations boards used and much, much more across all types of schools. This helps paint a valuable picture of each school providing you with the necessary information to make your campaign a success.

Our continuous programme of data collection, gathered directly from the schools and colleges themselves, via online, postal and telephone research, provides the most comprehensive and up to date commercial Education database of its kind available today - ensuring you optimum response rates for your campaigns.

The Flexibility of Single or Multi-Channel Communication

Channels of communication include direct mail, telephone or email to convey your marketing message to your target audience. Alternatively you could opt to combine any or all of these media for optimum exposure to help boost your response rates and improve your return on investment.

A Wealth of Experience in this Marketplace

The team behind The Schools Register has over 35 years combined experience and knowledge of the Education Sector, both past and present. They have extensive experience in marketing campaigns specifically targeting schools, teachers and key decisions makers and will be happy to offer advice on your campaign.

© DLG & PDV 2014

Job Roles available for selection within UK Schools

Job Title
Headteacher
Head of Maths
Head of Special Needs
Head of Science
Head of Technology
Head of ICT
Head of English
Head of PTA
Head of PE
Head of Music
Office Manager
Deputy Head
Head of History
Head of Geography
Head of Modern Languages
Chair of Governors
Bursar
Head of Careers
Head of Law
Head of Economics
Head of Classics
Head of Business Studies
Head of PSE
Librarian
Head of Nursery
Head of Assessment
Head of Religious Studies
Assessment Coordinator
School Trips Organiser
Head of Drama
Head of Sixth Form
Chief Science Laboratory Technician
Head of Politics
Head of Art
Head of Media Studies
Head of Vocational Education
Head of Art

Job Title
Head of Media Studies
Head of Vocational Education
Head of Physics
Head of Biology
Head of Chemistry
Head of Girls PE
Head of Boys PE
Head of Sociology
Catering Manager/Supervisor
Keystage 1 Co-ordinator
Keystage 2 Co-ordinator
Keystage 3 Co-ordinator
Keystage 4 Co-ordinator
INSET Co-ordinator
Site Manager
Head of Nursery/Pre-School
Head of Psychology
Head of Year 1
Head of Year 2
Head of Year 3
Head of Year 4
Head of Year 5
Head of Year 6
Head of Year 7
Head of Year 8
Head of Year 9
Head of Year 10
Head of Year 11
Head of Citizenship
Recruitment Officer
NQT Co-ordinator
Head of Reception Class
Gifted and Talent Co-ordinator
School Nurse
Health and Safety Officer
Child Protection Co-ordinator

© DLG & PDV 2014

The Schools Register's unique dataset on numerous aspects of school life offers the opportunity to hone in on those establishments with the most likely need for your products and services. This allows you to keep your campaign costs down and increase your ROI potential, simply by adopting a more focused and targeted approach.

Unique Selections include but are not limited to:-

Number of Computers
Catering Arrangements
Religious Denomination
Languages Taught
Types of School Trips Undertaken (e.g. theatre trips, ski holidays, overseas trips etc)
Playgrounds
Playing fields
Minibus
Orchestra
Swimming Pool
Refreshments
School Uniform
Sports Hall
Summer School/s
CCTV
Homework Club/s
Audio Visual Equipment
School Boarding
Book Club

© DLG & PDV 2014

To find out more about The Schools Register:

64 Clarendon Road, Watford, Hertfordshire, WD17 1DA
Email: education@dlg.co.uk
Call: +44 (0)1923 281700