

## **Pearson College London - Degree Apprenticeship**

**Position Title** - Communications Assistant (degree apprentice)

**Location** - 190 High Holborn

**Hiring Manager:** Patrick Carpenter, Head of Communications

### **The role**

The Communications Assistant (degree apprentice) is required to write, edit and curate content across multiple channels, to support with raising brand awareness of Pearson College London, Pearson Business School and Escape Studios and building advocates of our brands. You'll work 4 days per week within the Communications team and study 1 day per week at Pearson College London towards a Chartered Manager Degree Apprenticeship. This is an exciting opportunity to be employed full-time, earn a salary, gain work experience and achieve an undergraduate degree.

Reporting to the Head of Communications, you will have a good understanding of internal and external communications channels, be highly literate, well organised and able to work collaboratively with multiple stakeholders. You'll deliver content that appeals to and engages our stakeholders (e.g prospective students, teachers, parents, policy makers, staff and press/media). The team is highly adaptable and enjoy working in a fast-paced environment.

### **Key responsibilities**

- Creating and curating content for the Pearson College London/Pearson Business School and Escape Studios social media channels. Creating engaging content, responding to customer enquiries on social media and keeping informed on the latest social media trends
- Supporting with internal communications including Pearson UK Roundup, the Pearson College London weekly wind-down, Neo (our company intranet) and Blackboard (our College intranet). You will be trained to use our email and intranet editing platforms
- Collating content pieces (blogs, news articles, case studies) to support our brand and reputation and tell our story
- Press office assistance for Escape Studios and Pearson Business School
- Support the Head of Communications to create various reports
- Ensure all data entered into any systems is clean, comprehensive and fully up to date.
- Providing administration support for the team by booking rooms and arranging meetings

### **Essential skills**

- An interest in communications and content
- Experience of using social media (Instagram, Snapchat, Twitter, LinkedIn, Facebook, YouTube)
- Excellent communication skills
- Ability to manage your own workload and prioritise multiple projects
- A willingness to learn new skills
- Commitment to completing the degree apprenticeship. You must demonstrate the determination to balance the commitment of a full-time role and part-time degree over 3 years

### **Desirable skills**

- Previous office/admin/marketing experience

## **About Pearson College London**

Our mission is clear: to become one of the UK's leading universities for in-depth industry engagement. As a pioneering Higher Education Institution (HEI), we're transforming industry today and tomorrow, by designing and delivering education powered by industry experience.

At Pearson College London, industry engagement drives us; it's not just what we do, it's who we are. And it is what will take us, and our students, into the future. Every university focuses on "employability" - what sets us apart is the level of industry engagement that we're able to offer. Industry engagement is at the core of everything that we do; our industry partners deliver workshops for our students, they also design, develop and deliver our courses, offer our students internship opportunities, set them live briefs and attend their end of term showcases.

When you combine higher education and industry, everyone benefits. Especially when there's a need for graduates to stand out from the crowd in a competitive market.