



## **Pearson Clinical Assessment (EMEA and APAC) is looking for a**

### **Content Marketing Coordinator**

37.5 hours full-time

#### **About Pearson Clinical Assessment**

Pearson's Clinical Assessment offers internationally recognised products and services to meet our varied customers' needs. We concentrate on merging innovation with quality test design to develop increasingly more effective tools for children and adults, educators and clinicians. Our customers are found in a variety of settings, including schools, colleges, universities, and clinical settings (private practice, hospital/medical, prisons, clinics).

We have a comprehensive portfolio of research-based instruments assessments for psychologists, speech language therapists, occupational therapists, and related professionals that are valid, reliable and represent the highest technical quality in assessments today. These products include our gold-standard assessment contributions in cognitive/ability, memory, neuropsychology, behaviour, personality/psychopathology, achievement and speech/language. Noted brands include the Wechsler and Kaufman families of products, MMPI, BASC, and CELF.

#### **Your Opportunity**

The Content Marketing Coordinator reports to the EMEA Head of Digital Marketing and, in partnership with our Content Marketing Manager, supports the development and execution of all campaign and non-campaign digital assets, product collateral, sales enablement solutions, and thought-leadership content. You will look to drive content downloads and lead generation through gated content solutions.

In collaboration with our Customer Marketing Managers, you will be supporting and delivering content to best support our cross-customer brand campaigns, and customer-only brand campaigns, as well as non-campaign specific initiatives. You will play an important role in contributing to the creation of engaging content across different platforms and supporting the coordination of country campaign adaptation, to appropriately fit market needs.

Alongside the Content Marketing Manager, you will also be in charge of the management of campaign and non-campaign social media content, ensuring consistency of messaging, creative, and brand identity. You may also be asked to lead on non-campaign initiatives specific to regional business initiatives/requirements e.g Assess 2.0, pricing message updates etc.

#### **Key Responsibilities**

- In combination with the Customer Marketing Managers, Content Marketing Manager, and Visual Designer, develop, support and execute compelling and thought-provoking digital assets, product collateral, sales enablement, and thought-leadership content
- Liaise closely with the US clinical marketing team to ensure best use of existing content initiatives
- Work closely with local stakeholders to appropriately coordinate the adaptation of campaigns, and their corresponding content, for each country



- Work alongside the Content Marketing Manager to drive forward our organic social presence through the development of appropriate campaign and non-campaign social messaging
- Working across multiple content types for marketing and sales enablement pieces including PDF, infographic, video, web, social media, and offline marketing collateral (booth design, leaflets, flyers, and slide decks)
- Work closely with our Visual Designer to appropriately translate design needs, and support efficient content development processes.

### **Our Successful Candidate**

You are someone with good experience in content marketing, strong organisation skills, excellent attention to detail, and stakeholder management. You have the ability to collaborate effectively in a team environment with different cultures. Good understanding of content marketing solutions, and how best to use content at each stage of the buying journey. Strong communication and relationship management skills to be able to understand and translate localised requirements.

### **Competencies for success**

- Educated to degree level in a related field
- 1-2 years of experience in a content marketing role
- Good knowledge of key content types inc PDF, Infographic, Video
- Good understanding of content marketing principles
- Good knowledge of organic social platforms – Facebook, LinkedIn, X (Twitter), Hootsuite, Sprinklr
- Strong ability to collaborate and build relationships with multiple stakeholders across different countries and languages
- Excellent communication skills
- Proficient in English.

### **Are you interested?**

Do you recognize yourself in the profile and does this position seem challenging to you? Then apply as soon as possible by sending your resume **and cover letter** to: [recruitment.peb@pearson.com](mailto:recruitment.peb@pearson.com).

Want to know more about us? Visit our website <https://www.pearsonclinical.nl/>

You will hear from us within 2 weeks of your application whether you will be invited for an interview. CVs and e-mails that we receive are treated confidentially. We will delete all personal data no later than 4 weeks after completing the application process. For more info see also GDPR.

- All applications are treated equally and with respect to content; anonymous applications are appreciated
- We look beyond (validity of) diplomas
- Would you like to say something about how this vacancy can be made more inclusive? We would love to hear it.

**Acquisition in response to this advertisement is not appreciated.**