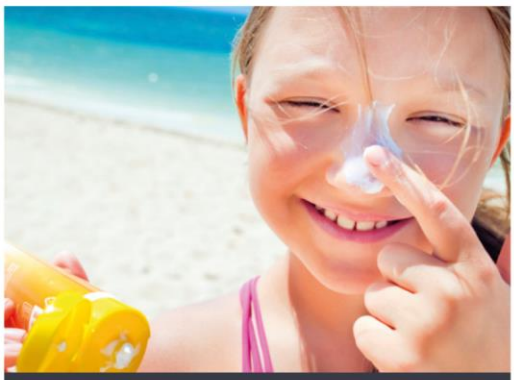
CANDIDATE PACK
LEARNING & EDUCATION STRATEGIST

OUR AGENCY

At We are Futures, we believe in 'Building Brilliant Futures' for Young People, our Clients, our Colleagues and our Communities. We are a youth engagement agency that exists to help brands, charities and government organisations connect with the dynamic world of under 25s. We help our clients to maximise the impact of all their engagement with young people with core expertise in creating Education, Brand, Talent and Social impacts.

We operated as National Schools Partnership for 14 years previously, where we launched hundreds of successful programmes involving millions of young people. We continue to run the unique National Schools Partnership network of over 85,000 teachers and have created our Partnership Network of over 150 community, media and education organisations; and we have also created our own Young Leaders Network – all led by our teams in London and Edinburgh.

Young people are the customers, influencers, leaders and society makers of tomorrow and it's crucial companies engage with them in a deep and meaningful way. We help them do this. Join us to make your impact.



We helped L'Oreal bring their sun protection message to 2.3 million children and families while increasing sales by 25%

We helped Sky create an inspirational life skills programme, raising aspirations for thousands of young people

We helped Lloyds TSB inspire 22,000 schools to take part in National School Sports Week

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THE ROLE

JOB TITLE	LEARNING & EDUCATION STRATEGIST
REPORTING TO	LEAD STRATEGIST
LOCATION	SOUTHBANK, SE1
CONTRACT TYPE	PERMANENT

JOB PURPOSE

We seek a Learning & Education expert with strong strategic thinking to develop the L&E expertise and knowledge across our agency. This role will focus on supporting the development of new and existing clients, winning pitches and leading excellent content and project delivery.

ROLE RESPONSIBILITIES

The role responsibilities include, but are not limited to:

- Leading and developing the education strategic thinking to help convert business opportunities from new and existing clients
- Developing our L&E expertise, within the agency and from expert / agile support
- Reviewing lesson plans and resources to check their suitability for the classroom
- Building and maintaining high levels of quality and standards, overseeing quality control for L&E
- Continually developing, learning, and evolving your (and the agency's) L&E knowledge and confidence
- Developing creative ideas for education programmes and bringing them to life through examples

MAIN TASKS

Strategy

- Develop the agency's understanding of L&E
- Ensure projects have strong strategy, content and delivery capabilities, using agile support as needed
- Act as an Education Consultant to advise on the UK education landscape and curriculum
- Provide insights into innovative classroom practice

Ideas

- Creation of ideas that support the delivery of client objectives
- Work closely with account teams and the strategy team to inform the We are Futures idea generation process

Content

- Creation of education content plans, frameworks and (when necessary) content that support the delivery of client objectives
- Review and edit outsourced content to ensure a high standard of quality and educational robustness
- Excellent project delivery

SKILLS AND EXPERIENCE

The role will suit an individual with the following skills, experience and qualities:

- A strategic thinker who can describe challenges, identify insights and build logical and creative solutions
- High levels of understanding and experience of the learning & education landscape and its key challenges, priorities and best practice
- Great understanding of business and brand/marketing with the ability to connect it with young people
- Experience within an agency environment an advantage
- Passionate about the development of young people, youth marketing and youth engagement
- Previous experience and/or interest in CSR Programmes
- Has hands-on classroom experience and / or is an experienced learning practitioner delivering a variety of learning techniques

OUR CULTURE

We have developed a reputation for creating pioneering work and this is something we endeavour to continually improve. We aim to build a Brilliant culture which for us means an agency that is creative, ambitious and supportive. We search for people who reflect and thrive with these qualities. This is important to us.

Creative
It is normal practice to think of different and more interesting ways to do things; doing things outside of the norm; being encouraged to take risks; thinking about adding excitement; wowing clients and colleagues; not being afraid of big ideas; being creative in actions, thoughts and words.

Ambitious
Always thinking of ways to take the ordinary to the extraordinary; pushing ourselves and clients to go for Brilliant (rather than just good); always looking at ways to build our agency and business; being ambitious for our colleagues; pushing boundaries in our work; never being satisfied with 'ok'.

Supportive
Being committed to looking out for each other; helping in whatever way we can; supporting each other's development; enjoying the rewards of being part of a great team.

GET IN TOUCH

If this job sounds like it's got your name written all over it, please e-mail your CV and covering letter to **jobs@wearefutures.com**

We are Futures

www.wearefutures.com
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