



Communications and PR Specialist

(m/f/t) full-time Berlin

About us

Founded in June 2018, EDU is a brand of Digital Education Holdings Ltd. (DEH), a private institution for higher education with a vision to substantially increase the quality and accessibility of education.

In a world where technology is re-shaping the way we study and live, we want to harness technology as a tool to support continuous lifelong learning. Our aim at EDU is to make high quality education accessible to anyone in the world who is passionate about studying.

We are a dedicated team of founders, thinkers, makers and doers with a broad background in Medicine, Education and Technology. Although EDU is a young company, our team has proven track record of successfully building higher education online learning programmes for renowned global companies and organisations under the Candena brand as well designing medical programme, formerly under European Medical College (EuMeC).

EDU Medical, our ground-breaking programme, is disrupting the way medicine is studied. As the first College of Medicine of its kind, EDU Medical focuses on practical experience and problem-based synchronous learning in small groups, supported by the latest digital technologies. We partner with best-in-class teaching hospitals for practical training during clinical rotations. Our students start their practical (clinical) rotation from the 1st module i.e. within 8 weeks of starting their studies!

To ramp-up our growth, we are looking for an experienced Communications and PR specialist.

Overview

As a Communications and PR specialist, you will be responsible for messaging, content marketing and PR for our company.

What You Will Do

- Write short- and long-form copy across media, including display and print advertising, direct mail/direct response, email marketing, print collateral, websites, and video.
- Initiate new creative ideas and approaches that strengthen our communications and solve for specific marketing challenges.
- Copy editing content for grammar, style, and structure, fact-checking and proofreading and line-editing newly created content to ensure editorial best practices and brand positioning
- Create student communications content and templates



- Ensure all communications messages both to external and internal are consistent across all mediums
- Respond to feedback from external press and adjust communications content accordingly
- Handle the communication response to crisis situations which affect organisational perception and reputation
- Development of goal-oriented communication concepts
- Development of creative ideas to achieve our PR goals
- Composing press releases and other press texts
- Establishing and maintaining contacts with journalists
- Processing of journalist inquiries

What We Are Looking For

- The ideal candidate is an expert storyteller who is excited about building compelling narratives to develop excellent content
- 2+ years experience in PR agency / agency experience or in a similar role
- Bachelor's Degree in Journalism, Communications, Marketing or related field
- Demonstrated expertise in copy across media such as display and print advertising, direct mail/direct response, email marketing, print collateral and websites
- Ability to prioritise and handle multiple assignments simultaneously
- Solid interpersonal communication skills and the ability to work on cross-functional teams
- Openness to feedback and ability to take direction
- High degree of initiative and sense of responsibility
- Fluent in German and English

What We Offer

- An innovative business model and the opportunity to join a passionate team that is re-defining the Education ecosystem
- A world-class team from over 20+ nationalities
- Competitive salary package
- The opportunity to develop your career and learn by doing
- A very energetic work environment with regular team events
- Work and live in Europe's most creative city
- and many more!



Apply now!

We are looking forward to receiving your application which you can send us to jobs@edu.edu.mt.

Diversity Commitment

To harness the power of innovation, EDU invests in the development of its diverse employees. We aspire to leverage the qualities and appreciate the unique competencies that each person brings to the company. EDU is committed to the principles of Equal Employment Opportunity and to providing reasonable accommodations to applicants with physical, sensory and/or mental disabilities.