

A communications guide for our education partners

Welcome to the Skills Academy Network. As our Skills Academy education partners, you are invited to make use of our online channels to help promote your activities and opportunities, and to keep on top of what we offer to you.

Main contact

If you have any questions or have something you want to promote, please email Mohammed Rahman, Marketing Officer, mohammed.rahman@ccskills.org.uk

Education partner profile

Every one of our education partners has their own [profile on the website](#). As soon as you join, please contact us with:

- Your logo. This will need to fit within a 400 x 400 px square, so if you have a square version of your logo already, please send us that.
- A short description of your college – up to 300 words.

Programme and education updates

Keep on top of opportunities open to partners in our Skills Academy by taking a regular look at the [education partner updates](#). From live briefs to industry workshops, we have a range of projects on offer for our education partners. Get updated on the latest projects here and how to get involved.

List your courses on Creative Choices

As an education partner of the Skills Academy, we will signpost your courses in the [training section](#) of Creative Choices – our careers resource.

Courses must be within following sectors:

- Craft
- Design
- Heritage
- Jewellery
- Literature
- Music
- Theatre
- Visual Arts

These could either cover a broad sector, or a specific course.

Please see below as an example of the information we need in order to list your courses.

Name	Sector	Areas of study	Additional notes	Web link
City College Plymouth	Music	Audio and Music Production	Foundation Degree	http://www.cityplym.ac.uk/courses/audio-and-music-production
City College Plymouth	Performing Arts	Dance	Level 3 Extended Diploma	http://www.cityplym.ac.uk/courses/dance
City College Plymouth	Design	Exploring the Creative Arts & Media sectors	Extended Certificate Level 1	http://www.cityplym.ac.uk/courses/exploring-creative-arts-and-media-sectors

List your jobs and opportunities on Creative Choices

For any [jobs or opportunities](#), you can list these directly. We will prioritise promoting anything listed by our education partners.

Social media

Find us on Twitter [@CCSkills](#) or [@CreativeChoices](#), and on [Facebook](#) and [LinkedIn](#). Tag us in your posts and we will help promote your activities.

Newsletters and email

Creative & Cultural Skills newsletter

We send out a fortnightly Creative & Cultural Skills newsletter to 6,000 engaged organisation and individuals, on the latest news and views about the sector written by those at the heart of it, as well as updates on our network of [education partners](#) and our campaign to [Build a Creative Nation](#). [Make sure you are signed up.](#)

We also feature any headline news/stories from our education partners. If you're interested in promoting any news or stories, please email Mohammed Rahman, Marketing Officer, mohammed.rahman@ccskills.org.uk

Regional newsletter

Your designated regional Skills Academy Manager will be in touch via email, outlining any opportunities and updates that are relevant for your area.

Creative Choices newsletter

We send out a weekly Creative Choices newsletter to 25,000 people, which gives insight and advice for people that want to know more about how to work in the creative and cultural industries. We also use this to signpost jobs, opportunities and courses listed by our partner colleges, so remember to list yours. [Make sure you are signed up.](#)

Website marketing opportunities

Blog for us

Our campaign blog is read by employers, educators and policy makers. We welcome [tutors](#) and [principals](#) to write blogs about their views on education, training and careers, and what they are doing to help build a creative nation.

Provide a case study

Do you have success stories of people who studied with you and went on to careers in the creative industries? We can celebrate them in [case studies on Creative Choices](#).

Our branding guidance

- Please do link to ccskills.org.uk where possible using the website link text 'Creative & Cultural Skills'
- Please **do not** refer to us in any marketing materials as 'Creative and Cultural Skills', 'CCSkills', 'CC Skills' or even 'CCS Kills'
- We encourage you to use our logo on your print and online materials. We do ask this it is not changed or distorted – we are happy to give you more information about how to use our logo

Communication

To ensure that you are receiving all our communication effectively, please provide us with your lead communication contact, as well as their email address and telephone number. Please keep us informed of any changes.