

Edinburgh College marketing team win four awards



The marketing team at Edinburgh College picked up not one but four awards at the recent College Development Network's annual awards.

The team are pictured above holding a gold, two silvers and a bronze award.

The Gold award was given for the materials the college produced to raise awareness of the college's STEM (Science, Technology, Engineering and Mathematics) activities. This included a STEM manifesto along with events and marketing material. The in-house design team produced the materials used in print and digital channels.

One silver award recognised the campaign for online exam results themed 'Six top tips on how to survive exam results' and the other highlighted the college's new online funding tool. This is designed to make it easier for parents or

guardians, teachers, career advisers and influencers to access more personalised funding options.

The Bronze prize was given to the college for their P7 STEM Inspiration Experience. The four year transition programme brings STEM concepts to life and inspires P7 pupils to think about a career in one of the STEM subjects.

Heather McLean, marketing manager, said: "The event was great opportunity to reward the team's hard work and to recognise the projects that are making a huge impact across the college. The work that we do on a daily basis aims to increase awareness of the college in the region, encourage applications and improve the student experience. I am very proud of the four awards the team has achieved this year."