

## Sussex Careers

Sussex Careers – a social enterprise – provides information, training and advice for young people, teachers, businesses and adults of all ages so that they can meet their full potential and find their ideal career. The business provides a quality service and successfully delivers advice, guidance and information services to a wide range of clients.

**The brief:** To plan and implement an integrated communications strategy – covering both internal and external stakeholders – to strengthen the Sussex Careers brand and identity in an environment of ongoing change. To provide ongoing PR support.

**The work:** In order to develop a thorough understanding of the market in which Sussex Careers operates, we started by undertaking a stakeholder analysis. The results showed who Sussex Careers needed to communicate with in order to raise its profile. The development of key messages followed, together with internal communications strategic planning, photography support and the provision of our graphic design and copywriting services to create new promotional materials.

A key element of the process was the creation of a Sussex Careers PR and events calendar to promote key organisational news stories both internally and externally through the media throughout the year. The development of a Sussex Careers image library together with the creation of communications guidelines supported implementation plans greatly, helping to ensure branding consistency and some good results for the organisation.

“Sussex Careers has worked closely with East Communication during the last year. We found that their social values, outlook and approach to business were very much in accordance with our own. They are an organisation that is extremely easy to work with and relate to: very friendly and approachable, committed to high levels of customer service, sensitive and responsive to our needs as a client. We valued our partnership with them greatly and appreciate the contribution they made to the development of our communications, PR and marketing. Many thanks, East!”

**Richard Housden, Deputy Chief Executive  
Sussex Careers Ltd**