



Pearson



Subject Experts and Examiners: Accounting, Cost and Management Accounting, Marketing, Business Statistics, Business

Pearson are seeking subject experts and examiners to support the development and delivery of assessments for LCCI qualifications. In particular for the writing and marking of exam papers.

Pearson London Chamber of Commerce and Industry (LCCI) International examinations are a symbol of business expertise and success, and are recognised throughout the world. They are work-related qualifications, created to give professional learners the skills and knowledge needed to thrive in the workplace. The examinations assess the professional knowledge of the subject and are tested in English. These qualifications are for business in a range of subject areas:

- Languages
- Financial and Quantitative
- Marketing and Customer Service
- Business, Administration and IT

Pearson LCCI International qualifications are offered through a growing network of over **4,000** centres, supported by extensive learning resources and easy online administration. The qualifications are taken in over **80** countries and each year over **500,000** are awarded across the globe.

We are looking for subject experts and examiners for the following qualifications:

- **Level 3 Certificate in Media and Public Relations**
 - The public relations environment
 - The media and media relations environment
 - Public relations and media planning
 - Legal and ethical issues, challenges and risks
- **Level 3 Certificate in Sales and Account Management**
 - Sales fundamentals
 - The stages of the personal selling process
 - Information needed to prepare a sales plan
 - Sales planning and measuring performance
 - Account management
- **Level 2 Certificate in Copywriting & Content Management**
 - Marketing principles
 - Copywriting and content for marketing fundamentals
 - Communication and brand influence on copywriting and content
 - Copywriting and content for different media



Pearson



- Audiences
- Measuring success
- Applying practical writing skills
- Reviewing copy and content
- **Level 3 Certificate in Digital Marketing and Analytics**
 - Understanding digital marketing
 - Digital information, media, channels and devices
 - Digital marketing and the marketing mix
 - Digital marketing analytics
 - Challenges and legal and ethical considerations in digital marketing
- **Level 3 Certificate in Customer Experience and Communication**
 - The customer environment
 - Customer behaviour and buying decisions
 - Customer research
 - The customer experience journey
 - Communications fundamentals
 - Corporate communications
 - Producing and testing communications
 - Challenges, risks, legal and ethical considerations
- **Level 3 Modern Marketing Principles**
 - Understanding marketing
 - The marketing plan
 - Market research, data collection and segmentation
 - Marketing mix
 - Measuring the success of marketing activities
 - Legal and ethical issues

Applicants must have a degree or equivalent, and a minimum of one year's teaching experience in the relevant subject. A teaching qualification is desirable, but not essential for all roles.

As a subject expert and examiner, you can use your knowledge and expertise to contribute to the robust and expedient delivery of qualifications. You can also build upon your professional qualifications; adding another area of expertise and experience to your CV.

For more information on available positions, email aaresourcing@pearson.com quoting, ref. LCCI Subject Experts.

Visit our website for information on the Pearson LCCI qualifications:

<http://qualifications.pearson.com/en/about-us/qualification-brands/lcci.html>