



Passion for Education?

Learn more about a different avenue within the field of education!



Sydney Beauty
EDUCATIONAL
PUBLISHER

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create tools and
resources to
enrich the lives
of students!



What is an Educational Publisher?

An Educational Publisher specializes in creating and selling publishing content for educational markets. This includes elementary and secondary schools, universities, and colleges. Additionally, they are responsible for executing the companies and marketing teams' strategies, and improving customer engagement. It also involves promoting the materials, and being part of or managing a team which handles content, blog writing, and graphic design. This career aims to find solutions to advance curriculum by providing learning resources for educators and students.

QUALIFICATIONS/ EXPERIENCE REQUIRED

No specific degree is required to enter this field of work. However, a background in the following are considered to be good assets:

- Bachelor's Degree in any discipline
- Degree in business or education is especially useful
- Marketing background
- Teaching experience

REQUIRED SKILLS

- **Communication**
This plays an essential role in productivity, efficiency, and work relationships. It is beneficial when talking to your colleagues and your customers.
- **Creativity**
Working in this field involves the ability to create. Being innovative is a necessary skill needed for any market sector.
- **Problem Solving/ Conflict Resolution**
Provides you with the skills to de-escalate situations, work under pressure, take risks and organize your time.
- **Being Able to Adapt**
Change is a constant throughout this field. Being able to adjust and adapt to different environments is a beneficial skill to succeed.

A DAY IN THE LIFE INVOLVES

- **Following a school calendar**
Back to school season always proves to be a busy time in supporting educators to set up their courses.

- **Meetings**
Being part of a team means to constantly connect with one another and be on the same page. Frequent meetings occur to help to organize all members and allows everyone to share their ideas.

- **Strategizing**
Whether it is creating products or marketing ideas, strategizing is essential in building designs and creating proposals.

YOU WOULD BE A GOOD FIT FOR AN EDUCATIONAL PUBLISHER IF YOU ARE ...

- **Curious and imaginative**
Having a curious mind is not only vital in pursuing education but also in the development of materials and resources. The more open your outlook is, the more possibilities exist in creating new business strategies and ideas!

- **A people person**
If you are an attentive person who enjoys the company of others then this will aid you in this career. Your customers and colleagues can count on you to build meaningful connections with them.

- **Analytical**
The ability to analyze facts and figures is a key part in the world of publishing. Making marketing decisions requires one to be logical in all aspects.