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College Hill Appointed By London South Bank University

College Hill's corporate practice has been appointed by London South Bank University (LSBU) to develop an integrated public relations, public affairs and crisis communications programme, following a competitive pitch.

College Hill will work with LSBU to promote its academically rigorous and highly practical courses in building and design, nursing and sports sciences. The programme will also target government, funding bodies, alumni and the local community.

College Hill's integrated communications offering was a key driver in being selected by LSBU. The College Hill team is being led by Tony Stephenson, account director and includes Sam Graham, public affairs and Andy Cuerel, crisis communications.

LSBU has invested considerable resources in widening participation to ensure its students come from a broad range of backgrounds, and has built a reputation for innovation through its knowledge transfer programmes. LSBU graduates are known to have some of the highest starting salaries in the UK.

Beth Jenkins, Director of Marketing from LSBU said: **"College Hill was chosen for its ability to offer a seamless programme, combining all aspects of our public relations, public affairs and crisis communications needs under one roof, coupled with an understanding of our requirements and a proven ability to deliver."**

Commenting on the appointment Donna Zurcher, Managing Director, College Hill said: **"We are extremely pleased with LSBU's decision to choose College Hill to support its communications needs. Universities operate in a highly competitive environment, and with a crowded market place, the need for good communications is increasingly important."**

ENQUIRIES:

College Hill

Donna Zurcher, Managing Director

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About College Hill

College Hill is a growing international business communications consultancy with offices in Europe, China, India, South Africa and the United States. College Hill's wide range of complementary practices provide advice to clients around the world on communicating with their principal stakeholders. Areas of expertise include financial public relations and investor relations, with specialist industry sector teams; corporate public relations; public affairs; branding; financial reporting and digital; risk and crisis management; employee engagement and strategic research consultancy. www.collegehill.com