



JOB DESCRIPTION – CONTENT MARKETING EXECUTIVE

Company:	GTI Media Ltd
Location:	HQ - Wallingford
Department:	Marketing
Reporting to:	Marketing Manager
Responsible for:	Working with the Marketing Manager and wider GTI teams to implement B2B marketing strategies

The role:

GTI, the UK's leading graduate careers media group, have an exciting opportunity to join our dynamic marketing team. Working closely with the Marketing Manager and wider business teams, the role will involve writing and creating Group GTI's content marketing as well as having a significant role in managing and developing our B2B social media channels (primarily LinkedIn and Twitter).

The successful candidate will be generating ideas, content and engagement strategies across traditional and social media. You will be expected to keep our Twitter and LinkedIn accounts up-to-date, posting regularly across both channels. You will be responsible for creating, curating and sourcing our B2B editorial content schedule, ensuring all blog posts are produced to strict deadlines and successfully distributed across our media channels.

You'll be expected to generate your own ideas for content, feel confident in liaising with multiple stakeholders across the business to help generate new ideas and be able to write your own independently researched blog posts.

Alongside being able to produce engaging copy, another facet of this role is to support the GTI events team by managing live social media feeds at events and producing follow up thought-leadership content. There will also be some marketing administration tasks associated with this role, including managing logistics of marketing collateral for events/exhibitions.

This role is an excellent opportunity to develop your content marketing skills, take the lead on your own projects and gain experience at managing your own social media channels, within a small, supportive and busy marketing department.

Personal Specification

To be successful in this role the applicant must:

- Have excellent copywriting and proofing skills.
- Have a keen interest in marketing and content writing, preferably a recent graduate.
- Possess good organisational skills – must be able to multi-task, prioritise and manage deadlines.
- Good analytical and reporting skills are an asset, to back up campaign KPIs.

- Have a professional manner and have the confidence to communicate with clients and senior stakeholders.
- Be conscientious, with an eye for detail, a can-do attitude and a strong team work ethic.

Experience of digital content writing and social media marketing would be beneficial. Experience in blogging, podcasting and/or generating original video content would be an advantage.

Salary and Benefits:

- Permanent full time role – Monday to Friday 9.00am – 5.30pm
- 3 month probationary period
- Salary dependent on experience – circa £20-22k per annum
- 25 days holiday per annum plus bank holidays
- Automatically enrolled onto Company pension scheme after 3 month qualifying period, with employee contributing 5% of monthly salary and GTI will match employee contributions up to a maximum of 5% of monthly salary.
- Enhanced paternity and maternity policies and life assurance cover (subject to qualifying service of 3 calendar months)

About GTI:

Website: www.groupgti.com

When GTI was formed 30 years ago, our mission was simple: to help organisations recruit top early talent, while providing students with the best resources possible to make successful decisions about their future. Today, we are the UK and Ireland's leading provider of graduate and school leaver recruitment services for employers looking to attract and recruit the most talented and engaged students.

Through our brands: TARGETjobs, TARGETcareers, TARGETconnect, TARGETrecruit and gradireland we provide access to top-quality students through an unbeatable series of media products and databases. We also support companies recruiting early talent with market-leading products and services including student research, employer branding, candidate sourcing, recruitment process outsourcing (RPO) and application tracking systems (ATS).

For schools and higher education institutions, we offer unique support to help their students and provide database software solutions.

Our targeted multimedia careers resources for students and school leavers include the UK's largest graduate jobs website, the most-read careers publications on campus, and industry-renowned events designed to improve work-readiness. It is because of this reach that we have well over a million registered university students and school leavers on our database.

Through experience working alongside over 3,000 corporate and academic clients and with operations across Europe, Asia-Pacific, North America and beyond, we are proud to offer the very best products, resources and services at every stage from education to employment.