



JOB DESCRIPTION

Business Area: Events
Location: HQ, Howbery Park, Wallingford. Oxfordshire OX10 8BA
Job Title: Student Acquisition and Events - Project Manager
Reporting to: Events Delivery Manager

Purpose of the job:

- To project manage the delivery of student focused careers events in partnership association with the UK's leading graduate employers.
- To source (through marketing activities and personal contact) the student attendees for a wide portfolio of careers events.
- To design and implement marketing plans that will engage target group students, raise the profile of TARGETjobs Events and generate student registrations to attend.

Key areas:

- Marketing of events
- Student acquisition and selection for events
- Project managing events

The role – duties & responsibilities:

- Project manage specified events
- Source candidates for various events through marketing activities
- Identify candidates from our own database and contact directly to promote relevant event(s)
- Attract a diverse range of students to apply and attend the events
- Select, screen and telephone interview students for the events
- Meet target student numbers for specific events
- Prepare and coordinate student information and communication prior to events
- Work on several projects at the same time
- Attend and facilitate at specified events
- Assist TARGETjobs Events sales team on client liaison and provide relevant supporting materials
- Organisation and coordination both internally and externally with clients
- Provide clear and concise instructions to ensure GTI and clients are provided with full information and briefs for running the events and for facilitating all elements
- Take a proactive role in the marketing of the events by coordinating paper and online marketing/promotion materials
- Follow up on marketing leads through telephone campaigns
- Use effective marketing strategies to increase online applications
- Assist in preparation of materials for events
- Administration of events
- Write feedback reports for clients
- Research of venues, catering and merchandise
- Update and maintain contact databases
- Use, maintain and develop the online application system
- Keep the website www.targetjobsevents.co.uk content up-to-date

Key products covered by the department

- TARGETjobs Events, TARGETjobs Law National Pupillage Fair, TARGETjobs Undergraduate of the Year Awards, Breakfast News, TARGETjobs National Graduate Recruitment Awards

Person Specification - Work Experience, Knowledge and Skills

Essential:

- Graduate with at least 1 year's commercial experience (placement year or previous job)
- Excellent verbal and written communication skills
- Planning and organisation skills
- Ability to work on several projects at one time
- Time management skills
- Flexibility and adaptability
- Computer literate: experience of using email, internet and MS Office packages

Desirable:

- Experience of organising events
- Negotiation skills
- Analyse and understand information/results
- Presentation skills
- Project management experience
- Experience of the UK graduate recruitment
- Good knowledge of social media

Salary and Benefits:

Permanent full time role – Monday to Friday 9.00am – 5.30pm, but also extra hours around events when required

- 3 month probationary period
- Salary dependent on experience – salary band between £21k-£23k per annum plus annual bonus scheme for allocated projects
- 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.