

Job Title: Attraction Coordinator - Apprentices  
Location: Client site (Osterley)  
Business Area: GRS  
Salary: Competitive



## About GTI

We aim to help students realise their potential in the world of work through technology, content and tools. That's not an easy thing.

We believe in understanding students and partnering with employers, universities, schools and other technology providers.

It's about students finding the right role and employers finding the most suitable candidates. But its more than that - it's about helping young people discover options, develop and build confidence.

## Mission

Reporting to the Marketing & Attraction Manager, this role will focus on supporting the development and delivery of innovative marketing and attraction plans to raise awareness of the brand, continue to meet diversity objectives and develop talent pipelines for each early careers apprentice programme.

The primary responsibility includes ensuring that the Early Careers Attraction activity aligns with apprenticeship goals, delivering apprenticeship attraction strategies to target candidates and developing appropriate messaging to support the automated selection process and engage candidates.

In this role, you will support the general attraction activity, ensuring that the 'only at sky' experience is communicated broadly throughout your involvement.

## Outcomes

- Advertising opportunities with job boards and networks including tracking link generation and copy writing
- Managing event activities including logistics, bookings, feedback, and invitations
- Managing inbox queries - focussing on attraction activities and related candidate queries
- Support with the delivery of highly engaging, cross-platform content for our school leaver audiences
- Collaborate with the Apprentice Selection team on campaign activities such as apprentice events and promotion
- Communicate with our apprentice cohort to generate social media advocacy
- Assist the Attraction Manager with digital marketing practices, including the analysis of website and recruitment channel performance.

#### Person Specification:

- Have a passion using content to engage with young people
- Be a creative 'out of the box' thinker
- Be driven to develop their skills and abilities within attraction and marketing
- Be willing to travel when required.

#### Work Experience, Knowledge & Skills

- 1-2 years' experience with attraction and marketing activities for apprenticeship programmes
- Understand the higher education system and early careers recruitment cycles in the UK
- Be able to effectively use Microsoft Office

#### Other Information

- Permanent role – 37.5 hours per week between Monday to Friday 9.00 – 5.30pm
- 3-month probationary period
- Benefits package: 5% Contributory Pension, initial 25 day's holiday, enhanced maternity/paternity policies, life assurance scheme

Please send your CV and covering letter to Sharon Yu at [Sharon.yu@groupgti.com](mailto:Sharon.yu@groupgti.com)