

Job Title: Digital and Content Partner

Location: Client site (Osterley)

Business Area: Recruiting Solutions

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

As Digital and Content Partner, you will be responsible for the creation and rollout of content strategies to engage a graduate and school leaver audience across social media, web, and other digital communication platforms - working closely with our client, a leading media and technology organisation, to continue developing its early careers brand and support recruitment attraction.

You will report to the Attraction Manager and will be working in close collaboration with the Early Careers recruitment team. You will also be collaborating with various teams on client site; including employer brand teams, creative teams, and the wider early careers cohort- for whom you will speak frequently to create engaging media for the social media channels.

In addition to content creation and promotion activity, you will be required to offer digital support to the wider attraction team. This will include regularly administrating and monitoring our website and attraction analytics to ensure we make educated and supported marketing decisions.

Due to the nature of the role, you will be based on client site full-time, with the requirement to travel to client offices within the UK on occasion when required.

Outcomes

- Schedule daily social media content for our student facing channels two weeks in advance - meeting KPI's surrounding attraction campaigns, follower growth and engagement benchmarks
- Create new and existing content to deliver social media messaging across client accounts - working within employer brand 'tone-of-voice' and meeting predetermined SLA's and targets
- Create strategies to ensure we are consistently delivering highly engaging, cross-platform content for our graduate and school leaver audiences
- Provide regular reporting to stakeholders, both within the team and with the client, regarding social media activity, follower growth and engagement benchmarks
- Collaborate with our attraction team to publish relevant content in line with campaign and recruitment activity
- Work collaboratively with the client to ensure all content is written in line with the employer brand guidelines

- Regularly communicate with our early careers cohort to generate social media advocacy
- Deliver personal brand and advocacy training sessions with stakeholders throughout client teams
- Assist the Attraction Manager with digital marketing practices, including the analysis of website and recruitment channel performance.

Work Experience, Knowledge & Skills

- 3-5 years' experience working with brands or social media channels, developing, and refining their strategy to engage young people
- Have a passion for everything social, including content, engagement, and channel growth
- Be a creative 'out of the box' thinker, with confidence using data and analysing numbers
- Be confident at presenting ideas and getting buy-in from stakeholders
- Have some experience in video and creation
- Have an understanding of WordPress websites
- Be driven to develop their skills and abilities within digital marketing
- Understand the higher education system and early careers recruitment cycles in the UK
- Be able to effectively use Microsoft Office
- Be willing to travel when required.

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