

Job Title: Digital Marketing Manager – 1-year fixed term contract

Location: Wallingford

Business Area: Student engagement

Salary: £30,000 - £35,000



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

To deliver great brand and performance marketing to students and for our partners.

Key metrics

- Student registrations and engagement

Outcomes

- 1. A digital marketing roadmap and strategy based on analytics to achieve exceptional results**
 - a. Build an active and engaged social media audience with a focus on key groups.
 - b. Communicate and share your vision internally to get buy in and support from key stakeholders.
 - c. Collaborate with our creative team to input and direct our B2C brand and advertising collateral.
 - d. Providing ongoing performance reporting and analysis of key channels, including building dashboards and automated reports.
 - e. Ensuring continuous testing, asset iterations and A/B testing strategies.
 - f. Ensure consistency across all digital marketing channels.
- 2. High volume of relevant students sign-up and strong engagement across key digital channels including uptake of our events**
 - a. Identify and test acquisition opportunities.
 - b. Build branding campaigns to grow the distinctiveness of TARGETjobs and Gradireland and delivery long term brand equity.
 - c. Produce and deliver creative and engaging collateral including content marketing ensuring brand consistency.
 - d. Continuously improve B2C acquisition campaigns targeting through channel tests, asset iterations and A/B testing strategies.
 - e. Guide our social influencer experiments.

3. Students and recent graduates are aware and motivated to apply to relevant role and work experience opportunities

- a. Produce and co-ordinate digital marketing campaigns for our clients for our platform.
- b. Consider the positioning of partnership opportunities in our platforms
- c. Manage paid performance campaigns – social, remarketing and PPC.
- d. Advise and direct customers on digital best practices.

Person Specification:

- Detail oriented, organised, and highly motivated.
- Analytical and metrics-oriented approach. Comfortable with data-driven decision making and judgment to run new initiatives and improve the conversion rate.
- Be eager to test your assumptions and be familiar with A/B and M/V testing design and analysis.
- Demonstrated ability to meet goals and drive acquisition and engagement campaigns.
- Team player with cross-functional project leadership skills.
- Able to build trusting relationships with people inside and outside our organisation.

Work Experience, Knowledge & Skills:

- Significant experience of developing and executing brand and performance marketing campaigns
- Working in social, acquisition or paid digital marketing function.
- Hands on working knowledge of social media platforms and Google ads
- Case studies of outcome focused campaigns
- Interest in and ideally experience in youth marketing

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.

If you are interested in applying, please send your CV and covering letter to Amy McSweeney, HR Manager amy.mcsweeney@groupgti.com