



## **JOB DESCRIPTION**

**Business Area:** Marketing  
**Location:** HQ, Wallingford. Oxfordshire.  
**Job Title:** Client Marketing and PR Manager  
**Responsible to:** Operations Director

### **The Role:**

Working within a vibrant and very busy marketing team, you will be responsible for producing and delivering the client marketing and PR strategy for Group GTI in the UK. Working directly with the Operations Director, you will also work closely with many other members of the senior management team.

### **Client Marketing**

Using your experience of producing and delivering optimised b2b marketing campaigns you will be responsible for optimising our client marketing strategy by leveraging experience and knowledge from all areas of the business to communicate our position as a leading organisation within the market we operate in. Working across both GTI Media and GTI Recruiting Solutions this is a very busy and varied role with many stakeholders.

Responsibilities will include:

1. Production of cross channel marketing campaigns for all GTI products and services across the UK to meet sales objectives
2. Sourcing of new opportunities to promote GTI to key industries
3. Management and optimisation of our client marketing databases, bringing in new working practices to improve the effectiveness of marketing campaigns
4. Management of UK's corporate sites including production of content and analysis and optimisation of user behaviour in order to drive incoming sales enquiries
5. Production of all client marketing collateral and promotional items
6. Development of our client marketing social media strategy to leverage conversations within our social space and others
7. Responsibility for all communications related to our leading industry event series, Breakfast News, pre and post event
8. Strategy and delivery of tradeshow and conference event attendance including sponsorship and presentation opportunities
9. Management of client marketing budget and production of cost per results analysis per marketing campaign and activity
10. Production of award entries

### **PR**

Solely responsible for PR for Group GTI UK you will be able to outline your experience of delivering PR strategies and demonstrate proven results. You will be expected to quickly understand the market we operate in – HR, recruitment, technology and youth marketing, the media outlets most suitable for the content we can produce and build relationships in order to deliver high profile PR campaigns. You will be able to think creatively in order to maximise PR opportunities as well as analytically to interpret research data.

Responsibilities will include:

1. Ownership of PR strategies for Group GTI in the UK and the products and services we offer
2. Development of national and industry PR databases
3. Building and leveraging relationships with key media contacts
4. Production of press releases, planned and reactionary
5. General overview of industry buzz, leveraging opportunities as they arise
6. Reporting and analysis of PR value

## PERSON SPECIFICATION

### **WORK EXPERIENCE, KNOWLEDGE, SKILLS**

- 5 year experience of working within B2B marketing and/or PR – essential

### **SKILLS:**

- Excellent writing skills, able to adapt style to different audiences, for both Marketing and PR
- Formulates and drives successful trade marketing strategies and exceeds targets
- Able to construct and manage a trade marketing budget in order to deliver objectives
- Able to multitask, prioritise and manage their own work load
- Confident and persuasive communicator able to engage others and get their buy in
- Develops creative and bold design briefs to build the brand in our target market
- Able to give and receive feedback to act on it to improve themselves and others
- Strategic thinker of the development of our products and strategies
- Commercially minded & sound decision making
- Ability to identify gaps and market opportunities
- Build b2b social media communities into a trade engagement strategy with a direct impact on revenue
- Comfortable operating at a senior level and writing briefing papers and reports for use at board level to inform decision making

### **COMPETENCIES & ATTITUDE:**

- Proactive, enthusiastic, positive, self-reliant & motivated
- Works on own initiative and generates more responsibility for themselves
- Takes 'ownership' of areas of responsibility making bold educated decisions
- Total commitment to achievement of department and company goals
- Committed to self-development

### **OTHER INFORMATION**

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

### **Information on Group GTI**

**Website:** [www.groupgti.com](http://www.groupgti.com)

Group GTI is Europe's leading provider of graduate careers information and services to graduate recruiters and universities. Through our websites, publications and events we offer unrivalled advice and information for students moving from education to employment. For graduate employers and recruiters, we offer access to top quality students through an unbeatable range of media products and services.

Our largest operations are in the UK and Ireland. However we are increasingly working with clients across Europe and beyond. With over 25 years' experience and over 1,300 corporate clients, we are proud of helping young people make their first choices of employer.

GTI Media Ltd publishes over 80 market-leading careers products in our mission to help students and graduates throughout the world make better decisions about their future. In the UK, our major brands are TARGETjobs, TARGETpostgrad, TARGETjobs events and TARGETcareers; in Ireland, we are the official careers publisher for all universities with our gradireland range of products. In addition, we are the publishing partners for 11 of the finest universities and business schools in the UK and Ireland through our Careers Service Guide range.