

**Job Title: Head of Student Marketing (B2C)**  
**Location: Home, Flexible, Wallingford or London**  
**Business Area: Student Engagement**



## **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**

This is a B2C marketing and engagement role with a mission to reach and positively impact ever increasing numbers of students in UK. By delivering uniquely useful and innovative experiences via content, events, awards, 3<sup>rd</sup> party partnerships and social. This is a cross functional team management role, working closely with the Product, eCRM and Content teams.

## **Outcomes**

### **1. A motivated and skilled Student Experience team**

- Team management and leadership to inspire and develop team members
- Setting up and monitoring Objectives and Key Results (OKRs) and KPI dashboards
- Developing a capability framework to support of team member progression
- Hiring and onboarding talented colleagues
- Developing team wide skills in digital engagement and optimisation techniques and testing and iteration as a core way of working
- Driving a culture of continual innovation, improvement and learning through setting the example, coaching and training (internal and external) and systems
- Align with B2C team in Ireland to share knowledge, ideas and resources if sensible to do so

### **2. Student awareness and registrations are maximised**

- Manage existing channels, identify and put in place new sources of registrations and traffic – organic, paid and partnerships
- Conceive a social media and video strategy likely to include YouTube, Instagram, Tik Tok and LinkedIn (student facing rather than employer or educator facing)
- Build an increasing social presence ; following and engagement
- Work with Product to optimise the registration proposition, customer journey and data capture
- Propose Product experiments including screen changes, field explanations and progressive profiling
- Utilise Google Analytics and tools including HotJar to measure funnels and improve conversion optimisations
- Report regularly on data health and progress
- Suggest new product ideas and innovations to Product team
- Measure cost per acquisition (CPA) by channel

### **3. Industry leading, well attended, and useful events for all attendees**

Support and lead the events team to deliver

Conceive, innovate and deliver highly engaging experiences and events including digital and face to face formats. Formats include employability skills and content, networking, awards and competitions

Put in place marketing, digital marketing and customer journeys to maximise relevant attendance through compelling propositions, partnerships, high converting pages and ongoing measurement

Establish and maintain ATS and CRM processes and data management

Produce and distribute customer event summary reports including event attendance and distribution of their brand pre, during and post event

Produce customer feedback surveys, report on findings and adapt based on finding

#### **Person Specification**

A strong leader and manager to motivate, hire and develop a talented team

A marketing 'all-rounder' with experience across several digital channels

Confident in your own abilities and knowledge to inspire and reassure those around you. Not afraid to learn by 'giving it a go' if you've not got experience

A natural creator of plans and processes setting an iterative, always learning and improving culture

A strong team player including working across other teams

Confident and interested in reporting and analysis

Committed to improving working practices, identifying efficiencies and areas of opportunity

#### **Work Experience, Knowledge & Skills**

Interest in helping young people as they start their careers

Experience of digital marketing channels, social and analytics tools

Experience developing trusted and long-term external partnerships

Managed a team and budget

Ability to create, interpret and explain data reports

Proactive, adaptable and a quick learner

Willing to travel for events when required

#### **Other Information**

Permanent role – 37.5 hours per week between Monday to Friday 9.00 – 5.30pm

Benefits package: 5% Contributory Pension, initial 25 day's holiday, enhanced maternity/paternity policies, life assurance scheme

3-month probationary period

**Please send your CV and covering letter to Amy McSweeney, HR Manager,  
[recruitment@groupgti.com](mailto:recruitment@groupgti.com)**