

GTI Job Title: Marketing & Attraction Coordinator - Graduate

Location: Client site (Osterley)

Business Area: GRS



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 role will focus on supporting the development and delivery of innovative marketing and attraction plans to raise awareness of the brand.

The Role Outcomes:

Market campaign activities are delivered

Work directly with the Campaign Lead to ensure that attraction activities relating the graduate/ intern/ content campaigns are actioned in a timely manner.

Support on the advertising with job boards and networks and develop copy writing and branding skills and print advertising

Collaborate with the Graduate Selection team. Working directly with the selection team to ensure engagement and synchronisation for all attraction activities such as events and promotion.

Innovative campaign plans are produced

Following marketing and attraction trends, provide feedback on innovative solutions or ideas from online market intelligence or webinars

Inbox queries are managed in a timely manner

Respond and escalate any queries that come into the Early Careers inbox relating to attraction activities.

Events are managed and supported

Support with logistics, bookings, feedback, and invitations.

Content is relevant and engaging

Support the planning of highly engaging, cross-platform content. Working with the Campaign Lead and/or Content Partner to identify and collate content or messaging from various groups to support the above campaigns. This includes general advocacy of social media content from student cohorts.

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 Marketing and Attraction
- Be willing to travel when required.

Work Experience, Knowledge and Skills:

- 1-2 years' experience with attraction and marketing activities for graduate or internship 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:

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