

**Job Title:** Student Engagement Lead  
**Location:** Client site (Osterley), with flexibility  
**Business Area:** GTI Recruiting Solutions



### **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 an outstanding service to our client and candidate experience to our students.

### **The Role Outcomes:**

#### **Connections with local schools and colleges are developed and maintained**

- Set up connections
- Share market intelligence and digital marketing best practice to showcase improvements in our relationships

#### **The Ambassador programme is successfully launched**

- Design, release, and maintain the Ambassador programme working with the marketing and content team on materials
- Manage students going back to their schools and colleges as part of the Ambassador programme

#### **Content is relevant and engaging**

- Create regular content to share with schools and colleges for example a newsletter
- Work with the Apprentice Coordinator to create and maintain the Parents and Teachers Hub
- Support with delivering highly engaging, cross -platform content
- Work with the Attraction team to create related content to support our student audiences, including general advocacy of social media content from cohorts to support attraction messaging

#### **Activities are managed and supported**

- Work with the Apprentice team to design and implement Gatsby benchmarked activities as engagement activities
- Work with the Young People Team to ensure cohesion in external focussed activities
- Manage activities related to the work experience process

### **Person Specification:**

- Passionate about developing young people and early careers
- Be a creative 'out of the box' thinker
- Be an organised multi-tasker
- Be driven to cement their skills and abilities within attraction and marketing
- Be willing to travel when required

**Work Experience, Knowledge and Skills:**

- 2 + years' work experience ideally within early careers, schools, or colleges
- Experience working with young people desired
- Events management desired
- Understanding of higher education system and early careers recruitment cycles in the UK
- Be able to effectively use Microsoft Office.

**Other Information:**

- Part time 3 days per week between 9.00 – 5.30pm Monday to Friday with hybrid working
- 3-month probationary period.

**Benefits:**

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