

Job Title: Student Experience Design Executive
Location: Home, Flexible, Wallingford or London
Business Area: Student Engagement
Salary: Competitive



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.

Role Mission

GTI TARGETjobs events and experiences will be the most engaging, useful and recommended student career events in the UK. Delivered digitally via our events platform and face-to-face across the UK

Key Metrics

- Net Promoter Score: Student and employer feedback
- 25,000 applications to join the events

Outcomes

1. Programme of outstanding events and experiences that are recommended by students

- Gather needs and ideas from our teams, employers, students, universities (departments, faculties, societies) and charity partner organisations
 - Conceive experience and event ideas for different groups of students and employers. Experiences will include understanding industries and employers, developing soft skills, work experience and entering competitions. Experiences will have different formats, content and speakers
- Design the detail of events and experiences including agenda, formats, platform features and venues
- Help secure and liaise with presenters and speakers and maintain CRM with speaker details
- Review platforms and events in other industries to keep up to date with event formats
- Gather attendee feedback to evolve and improve the programme and formats
- Maintain engagement with previous attendees to build an advocacy network for recommended by a friend attendance

2. Student experience is engaging and high converting

- Produce attention grabbing and engaging landing pages, social posts and event collateral working with the Design Team
- Work with the Events Delivery Manager and the Product Team to ensure the student experience to register for the events has a high user experience UX to deliver maximum conversion and sign-ups
- Ensure acquisition source tagging is in place to accurately track and report on sign-ups

3. GTI partners are supported in promoting the events

- Create materials for partners to help them promote GTI experiences and events to their students. Stakeholders include universities, career services, departments, societies and charitable organisations.

Person Specification

This is a multi-faceted role. To excel you'll need to be a dynamic with excellent creative, communication and interpersonal skills. You will be motivated and excited to help students understand work opportunities and develop skills and relationships with employers. You'll be passionate about GTI's business and values; and can meaningfully contribute to the Student Engagement Team's objectives.

Work Experience, Knowledge & Skills

- You will have some experience of running or designing events or e-learning either face-to-face or on digital platforms
- Creative and with an eye for design and marketing to bring experiences and events to life
- Confident and comfortable with generating and communicating new ideas across a range of platforms and formats
- You'll be interested in progressing the lives of young people from all backgrounds
- Awareness and commitment to equality, diversity and inclusion
- Willing to travel for events when required
- The ability to get stuck in, work as an important member of a small but committed team

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

Please send your CV and covering letter to Katie Thomas, katie.thomas@groupgti.com