



**Job Title:** University & Student Marketing Executive, Undergraduate of the Year Awards

**Location:** Home, Flexible, Wallingford or London

**Business Area:** Student Engagement

**Contract Type:** Fixed term contract for 6 months

### **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 awards 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**

- Deliver over 6,000 award applications

### **Outcomes**

- Attract students to enter the competition via personal contact with key influencers (departments, Careers Service, student societies and student unions)
- Promote the competition via various 'on campus' media and social networking sites across UK campuses
- Host webinars and attend off site careers events to promote the competition
- Co-ordinate online and paper production of promotional material, and distribute to university and student contacts to increase online applications
- Research of student societies, and other resources to maximise applicants
- Update and maintain contact databases
- Checking award e-mail inbox and replying to enquiries

### **Person Specification**

- Creative, aligned with excellent proof-reading, a keen eye for detail and a strong visual aesthetic
- Excellent written and verbal communication skills
- Confident and comfortable with generating and communicating new marketing ideas across a range of platforms
- A digital native: IT literate, strong Excel skills, able to multi-task and quickly learn new systems and skills
- The ability to get stuck in, work as an important member of a small but committed team

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

- Must be comfortable in making high volumes of telephone calls to a database of contacts
- Computer literate: experience of using email, internet and MS Office packages (Outlook, Excel and Word)
- Knowledge of using and administrating social networking sites
- Organised and able to adhere to deadlines
- Ability to communicate with both university staff and students
- Team work skills
- Attention to detail (accuracy and efficiency)
- Self motivated and displays initiative
- Confident, flexible and adaptable
- Full, clean driving licence would be an advantage

### **Other Information**

- Temporary 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](mailto:katie.thomas@groupgti.com)**