

Candidate Information

Position:	KTP Marketing Officer
School/Department:	Research and Enterprise
Reference:	19/107746
Closing Date:	Monday 9 September 2019
Salary:	£27,831 to £32,236 per annum
Anticipated Interview Date:	Friday 20 September 2019
Duration:	3 years

JOB PURPOSE:

To develop, manage and deliver an effective Graduate Marketing and Recruitment Strategy that supports the objectives of Knowledge Transfer Partnerships at Queen's University Belfast.

MAJOR DUTIES:

1. Work with KTP partners to understand the KTP Associate roles and develop comprehensive talent acquisition strategies that include defining the ideal candidates, talent identification and networking and development of an effective interview and selection process.
2. Develop and manage highly effective recruitment channels and advise on the most strategic routes to market (direct, advertising campaigns, LinkedIn, Grad Ireland etc) to drive high quality applications for KTP jobs.
3. Identify opportunities for undergraduate engagement and develop a strategic KTP brand awareness building programme across the University faculties in Queen's and across other Universities in Ireland.
4. Identify, promote and manage strategic partnerships with student groups, clubs and organisations, professional institutions and business organisations that will drive graduate participation in KTP. For example, develop marketing strategies to promote KTP as a route to Chartership, professional qualifications and registration for higher degrees etc.
5. Advise and coach KTP partners through the recruitment process including
 - Development of job specifications and summaries
 - Guide partners through the shortlisting and interview process.
 - Proactively develop applicant talent pools that will deliver a strong pipeline of KTP Associates for future projects.
 - Provide sound market intelligence of potential candidate activity for all KTP projects.
6. Coordinate and manage a comprehensive programme of events and activities inside and outside the University such as attending Graduate Recruitment Fairs across the island of Ireland, organise and facilitate information sessions, company visits, guest lectures etc.
7. Review and monitor the effectiveness of recruitment processes and campaigns, and use own initiative to provide recommendations for improvement.
8. Work with stakeholders in Innovate UK and the Knowledge Transfer Network to develop national KTP recruitment strategies eg. KTP Graduate Recruitment network.
9. Create social media content to showcase KTP activity and impact that highlights the opportunities for graduates and companies. Develop and promote KTP Associate case studies for web, print and other marketing channels.
10. Maintain up to date knowledge of resourcing trends and best practice.
11. Assist the KTP Manager with supporting KTP Associates on all matters of the HR process including certificate of sponsorship, relocation, resolving issues and delivering appropriate training and development activities.

Planning and Organising:

1. Prioritising workload to meet multiple deadlines.
2. Respond to the needs of internal and external customers in a timely and effective manner.
3. Use initiative and discretion based on knowledge and experience to determine priorities and resolve issues to meet targets and deadlines.

4. Coordinate, plan and organise a range of creative and innovative recruitment campaigns and initiatives to increase KTP applications and achieve the University's KTP objectives.
5. Monitor effectiveness of all KTP recruitment activity to ensure that appointments are made in the first recruitment round.

Resource Management Responsibilities:

1. Ensure deliver of KPIs, vacancy levels, time to hire, effectiveness of strategies and interventions.
2. Work on own initiative and as part of the team to support the work of the KTP Office and the wider Directorate to ensure that all scheduled work runs smoothly and to a high standard.

Internal and External Relationships:

1. Regular liaison with KTP Manager, academic and professional service colleagues across the university to deliver a comprehensive service.
2. Develop positive working relationships with academic and academic support colleagues across the university.
3. Building and enhance relationships with company partners, Invest Northern Ireland, IntertradeIreland and other professional bodies such as the Institute of Mechanical Engineers.

ESSENTIAL CRITERIA:

1. Primary degree with at least 2 years' relevant experience.
2. Demonstrable experience in creating and managing effective marketing strategies.
3. Experience in social media platforms including understanding digital user behaviour and customer journeys, creating and managing targeted content and evaluating impact.
4. Sound understanding of search engine optimisation, web analytics and content management systems.
5. Experience in writing, editing and proof-reading, with the ability to produce high-quality accurate work to tight deadlines and adapt editorial style to a wide range of audiences.
6. Strong customer services skills.
7. Ability to work independently – to set achievable and measurable goals and objectives.
8. Must have excellent communication and presentation skills.
9. Ability to deliver information briefings, and presentations to a range of audiences including undergraduates, post graduate researchers and academic colleagues.
10. Excellent interpersonal skills and the ability to communicate effectively with a wide range of staff at all levels.
11. Attention to detail and focus on delivery of results.
12. Reliable.
13. Willing to travel across Ireland and the rest of the UK.
14. Willing to work outside normal hours as required by the job.

DESIRABLE CRITERIA:

1. Professional Marketing qualification.
2. Evidence of developing relationships with multiple stakeholders.
3. Demonstrable experience of implementing recruitment strategies.
4. Familiar with HR processes and procedures.
5. Experience in targeted recruitment initiatives.
6. Ability to create engaging and meaningful infographics to support marketing and recruitment activity.