



## Recruitment Marketing Officer

### Graduate Development Programme

**Just finishing University and looking for your next exciting step?**

**Interested in exploring a newly created role?**

**See below for further details on this fantastic opportunity**

#### About the opportunity

A Business Development Officer role on our Graduate Development Programme is a unique opportunity for a career-driven graduate to author their own career path.

- You will be supported to develop the tools to be successful in your career
- You will have the freedom to be creative and the opportunity to realise your passion.
- Our Graduate Development Programme will equip you with a comprehensive knowledge of all aspects of business operations that may ultimately lead to a senior role within the Trust.
- This role will be placed in the cross regional recruitment team so we are seeking graduates with an interest in making an impact in recruiting in education.

Future progression routes could see you earn £50,000 in a Senior Officer role.

#### About the role

The Recruitment Marketing Graduate will support the attraction and engagement of top talent by developing and executing marketing initiatives that enhance the Trust's employer brand. This role is ideal for a recent graduate with an interest in recruitment, branding, digital marketing, and content creation. Working closely with the Talent Acquisition and HR teams, the graduate will help design campaigns, manage social media channels, analyse performance metrics, and contribute to the overall candidate experience.

#### About Wellspring Academy Trust

Wellspring is a highly successful Multi-Academy Trust with over thirty Academies in the Primary, Secondary, Special and Alternative Education sectors. We are committed to making a difference to the lives and life chances of the young people and the communities we serve. The business has an annual revenue of over £80m and manages public assets to a value of over £100m.

Our Support Centre team of over sixty people provides support across the Trust through its Business Support, Events Management, Governance, Data and Information, Capital, HR, Finance and Marketing departments.

#### Requirements

- Has achieved a 2:2 degree
- Has a keen interest in content creation and social media strategy, and is familiar with different social media platforms.
- Has a passion for marketing and communications, and has recently studied in a relevant field.
- Excellent verbal and written communication skills
- Ability to build good working relationships
  - Full UK driving licence with the ability to travel
- Hybrid role with flexibility required based on needs of schools and role.

<p><b>Key Responsibilities</b></p> <p><b>Employer Branding &amp; Content Creation</b></p> <ul style="list-style-type: none"> <li>● Assist in creating engaging content for careers pages, social media, job boards, and internal communication channels.</li> <li>● Support the development of employer branding materials such as employee stories, videos, graphics, and blog posts.</li> <li>● Help maintain a consistent brand voice across all recruitment touchpoints.</li> </ul> <p><b>Campaign Management</b></p> <ul style="list-style-type: none"> <li>● Crafting compelling content: From social media magic to engaging website content, hone your skills and reach a large audience.</li> <li>● Contribute to the planning and execution of recruitment marketing campaigns across digital platforms including LINKEDIN and social media channels</li> <li>● Assist in managing paid media campaigns to attract targeted candidate groups.</li> <li>● Monitor campaign performance and make recommendations for optimization.</li> </ul> <p><b>Social Media &amp; Community Engagement</b></p> <ul style="list-style-type: none"> <li>● Boosting our brand presence: contribute to our social media strategy, helping us connect with the sector and future interest. Make suggestions that could change the way we operate.</li> <li>● Help manage the careers-focused social media accounts.</li> <li>● Engage with online communities, respond to comments/messages, and track audience engagement.</li> <li>● Research trends in talent attraction and social media best practices.</li> </ul> <p><b>Market Research &amp; Data Analytics</b></p> <ul style="list-style-type: none"> <li>● Gaining valuable insights: understand the inner workings of how marketing and communications contribute to a successful, and growing organisation.</li> <li>● Conduct research on competitors' employer brands, labour market trends, and emerging recruitment channels.</li> <li>● Use analytics tools to track applicant behaviour, campaign performance, and content engagement.</li> <li>● Prepare regular reports &amp; statistics for the recruitment team.</li> </ul>	<p><b>Method of Working</b></p> <p>Wellspring Academy Trust expects all staff to work effectively and co-operatively as part of a team, delivering high quality support. This requires dealing with people politely and tactfully, and in accordance with Trust guidelines, policies and procedures. Wellspring Team members are expected to respect confidentiality and safeguarding practices at all times.</p> <p><b>Public Relations</b></p> <p>Considerable importance is attached to the public relations aspect of our work. Members of the Team must project a positive image of the Trust at all times and through all activity.</p> <p><b>Standard Duties in all Trust Job Description</b></p> <ul style="list-style-type: none"> <li>● Show a commitment to diversity, equal opportunities and anti-discriminatory practices.</li> <li>● Show a commitment to ensuring that children and young people learn in a safe environment.</li> <li>● Participate in relevant and appropriate training and development as required.</li> </ul> <p><b>DBS Certificate</b></p> <p>Wellspring Academy Trust takes its duty to safeguard the young people with which it works seriously. All Wellspring team members are required to undertake an Enhanced Disclosure and Barring Service (DBS) check.</p>
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<b>Candidate Experience &amp; Recruitment Support</b> <ul style="list-style-type: none"> <li>• Help ensure job descriptions are clear, engaging, and aligned with employer brand guidelines.</li> <li>• Support recruitment events such as job fairs, university events, and virtual hiring sessions.</li> <li>• Assist in managing talent pipelines and CRM systems where needed.</li> </ul>	
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## Person Specification

Criteria	Essential/ Desirable	Application Interview
<b>Qualification and Certification</b>		
GCSEs in Maths and English or equivalent	E	A
Educated to at least A Level or equivalent or have relevant vocational experience.	D	A
Relevant modules or coursework in digital marketing, social media, content creation, analytics, or market research.	D	A
Degree educated or equivalent	D	A
<b>Experience</b>		
Experience creating digital marketing content (e.g social media posts / graphics / videos.	E	A&I
Demonstrable interest in marketing and communications, evidenced by relevant extracurricular activities, personal projects (e.g. managing a blog, social media presence), or volunteer work.	E	A&I
Previous work experience (paid or voluntary) in a marketing, communications, or related environment.	D	A&I
Familiarity with marketing tools and software (i.e Canva / Google Analytics etc.)	D	A&I
Awareness of current trends and emerging platforms.	D	I
<b>Skills and Abilities</b>		
Excellent written and communication skills, including proofreading.	E	A&I

Strong ICT and digital media skills, and eager to learn new software and tools quickly.	E	A&I
Ability to adapt communication style for different audiences and platforms.	E	A&I
A proactive and creative thinker - able to demonstrate the ability to apply these skills to deliver outcomes	E	A&I
Delivery focused with high levels of drive and energy - able to work on own initiative and as part of a team	E	A&I
Analytical skills to interpret data and campaign performance metrics.	D	A&I

November 2025