

**HR Team is currently seeking to recruit for the following position:**

**Marketing Graduate with the opportunity to complete Post Graduate Diploma in International Marketing**

**About HR Team**

HR Team offers employment law and strategic human resource services to employers in Northern Ireland, Ireland and the UK.

**About The Job Role**

**Job Title:** Marketing Graduate

**Contract Type:** 18 Months

**Hours of Work:** Full-Time

**Salary:** Negotiable and depending on experience

**Location:** Northern Ireland for 6 months; UK (London) for 12 months

**PURPOSE OF JOB ROLE**

Due to continued expansion and growth, HR Team requires a **Marketing Graduate** to conduct a specific market research project for a new product. HR Team has recently completed a detailed development of bespoke HR software for clients.

The project is to complete field-based market research in the London market for this new product.

The key tasks and milestones of the project will be:

- Compiling a database of prospective clients who would be interested in buying our product
- Full competitive analysis
- Pricing analysis of similar products in the market
- Completing an analysis of which competitors are trending in the market consistently
- Identifying the key challenges to market and how we would overcome these
- Identify what influences purchases and conversions in this market
- Devise a strategy of how to best target our target market and timeframes
- Working closely with our wider marketing team who drive traffic to our website and other mediums.

The following duties will also be included in the job role:

- Organise regular events for HR Team to which prospective and existing clients would attend.
- Attend networking events on behalf of HR Team. For example, events organised by Chambers of Commerce and any other organisations/bodies.
- Represent HR Team at any necessary sector specific events (HR and Employment Law).
- Represent HR Team at trade shows and exhibitions.
- Conduct client and prospective client visits at their premises.
- Review your own performance, aiming to meet or exceed targets.
- Gain a clear understanding of clients' businesses and requirements.
- Report progress against targets to the Directors on a weekly basis.
- Liaise with HR and Employment Law Consultants to stay abreast of services provided.

**About the Postgraduate Diploma in International Marketing**

This post comes with the requirement to complete a Postgraduate Diploma which is delivered by Ulster University alongside the Institute of Export and International Trade. The training programme provides graduates with a pathway to secure a Postgraduate Diploma in International Marketing. It will provide graduates the opportunity to continue their professional development and study to a Masters level once the Graduate to Export Programme has completed. As part of the Postgraduate Diploma, Graduates will have a number of modules/assignments to complete over the 18-month period.

Ulster University and the Institute of Export and International Trade will deliver the training through virtual delivery. Teaching will take place for the duration of the placement, including whilst the graduate is in market. Graduates will be expected to fully participate in all aspects of the Programme.

Ulster University and the Institute of Export and International Trade will also provide academic mentoring to the graduate for the duration of the Programme.

### **During the Post**

For the first six months of the Programme the graduate will be based in Northern Ireland. It is anticipated that this period will be a time when the graduate will get to know HR Team, the management and staff, learn about our company's products and services and get a good grounding in the overall strategic direction of the business. The following 12 months will be spent in London.

The successful candidate will be provided with a mentor to support them during their time on the Programme.

### **THE PERSON**

#### **Essential Criteria:**

- A Pass degree (This can be in any discipline)
- Graduate in the last five years
- Pre-existing legal status to live and work in Northern Ireland
- Willingness to relocate to London for a minimum of 12 months
- Excellent communication skills, both written and verbal
- An ambition to learn and progress in your career
- A can-do attitude
- An understanding of HR and employment law is preferable, but not essential

#### **Key competencies required for the role**

- Client First, always
- The ability to work in an efficient and timely way
- A solutions based attitude
- High attention to detail
- The willingness and ability to continuously develop skills and knowledge
- Strong Commercial Focus

#### **How to Apply:**

To apply for this position, please send your CV outlining how you meet the criteria, your current salary and when you would be available to commence employment, to [sally@hrteamservices.com](mailto:sally@hrteamservices.com) before **Friday 15<sup>th</sup> April 2022.**