



Job Description

Position: Overseas Development Marketing Graduate
Department: Recruitment Department
Location: Queen's Gate, London, SW7 5HR

Job summary/main purpose

We are looking for a hands-on, creative, and driven individual to research and develop new overseas opportunities and identify new growth areas. They should be able to create relevant marketing content and engaging campaigns to directly attract our target market within these new countries. They should also have the ability to establish new relationships and contacts in order to expand our network.

Main Responsibilities

Researching overseas opportunities, and developing an understanding of how working in different countries will impact how we market the programme to 18-25 year olds. Using this knowledge to then strategize the best approach to develop our brand there.

Working to a modest budget, be the driving force in creating & implementing marketing plans to target the complexities of overseas markets. Seek out opportunities through specific advertising (online and print) and events happening in those countries.

Creatively devise strategies to maximize cost free publicity.

Develop an understanding of Camp America's screening and quality control standards including our Child Protection and Safeguarding policies, and ensure applications from each country adhere to these standards.

Use reporting platforms such as CRM to create quality leads in order to maximize success in the countries being developed. Utilize such tools to drive conversions.

Be proactive & creative and manage all your relationships with tenacity and persistence.

Any other duties as required.

Who we're looking for

Our wish list is for an energetic, enthusiastic and youth oriented-individual who is....

A recent Marketing Graduate.

A clear understanding of Google Ad Words, Google Tag Manager, PPC and Social networking advertising, such as Facebook Ads Manager.

Able to demonstrate a knowledge of data-analytics and ROI when placing Ads.

Be proficient in HTML and Photoshop.

Be able to deliver creative & engaging social media content and show examples of previous work or projects you have done.

A tenacious person with natural charm and enthusiasm who can pick up the phone and talk their way into meetings with course tutors and careers officers – you are going to have to have to like a challenge!

Not afraid of getting up in front of large crowds & delivering information in a fun & interesting way at events. Prove a lively & engaging relationship builder & public speaker

Intrepid! Not afraid to travel solo to meet new people in interesting countries!

Willing to take part in evening and weekend work when required.

A self-starter who can work under their own steam but can work equally well collaboratively within a team.

Able to work with all the standard office software (Word, Excel, Powerpoint etc) as well as our bespoke databases.

Someone with something extra to offer – if you can speak another language, are a superstar in the blogosphere, or an Instagram Icon let us know!

Someone who really will go the extra mile, give it 100% and go above & beyond to deliver.

A previous participant on the Camp America programme is desirable but not essential.