

GRUNDSTEIN GLOBAL

Member Role: Communications

About Grundstein Global

Grundstein Global is a community, and your personal network, of highly motivated and talented students. The community is shaped and run by its members.

Our mission is to create a community for ambitious, talented and globally minded individuals who can inspire one another to excel in their chosen career paths and build lifelong relationships.

Why Join Us?

The environment of a person profoundly shapes the path they take. More importantly, the people one spends time and works with heavily influence one's entire life. By joining Grundstein, you will be surrounded by eager and talented people from different fields. This will influence your ideas, the way you work, the possibilities you have.

Grundstein does not only connect you with successful people. It also drives you to be more successful.

Primary Role Description

A role at Grundstein Global responsible for generating and driving strategic and creative marketing initiatives initially in the UK. A role split between marketing and communicating to local and international members, and to the public in order to support brand marketing and member recruitment, and help drive the rapid growth of our network.

The member's responsibilities include, but are not limited to:

1. Play an instrumental role in growing brand awareness and positioning Grundstein Global initially in the UK and later globally
2. Define and execute market entry and expansion from a communication perspective encompassing PR, Online and Offline marketing, social media, etc.
3. Collaboratively, with our Marketing and Design teams, create and localise brand and performance campaigns for the UK and later globally
4. Send out a weekly email newsletter
5. Adapt the tone of voice, content and editorial strategy across all touch points with our UK members and potential members
6. Manage our social media presence as well as content strategy for the UK
7. Proof read content created
8. Help with the creation of requested content by other teams

Wider Responsibilities

As a member of Grundstein Global, you are expected to support the running and development of the community through accepting and creating tasks/projects related to your area(s) of expertise, or an area you are interested in.

Requirements

Basic Requirements:

1. Currently enrolled in a full-time undergraduate course
2. Strong communicator
3. Excellent teamwork skills
4. Good work ethic
5. Globally minded
6. Engaged in extra-curricular activities

Role Requirements:

1. Native/Fluent English proficiency, with good writing skills - British English preferred
2. You have a basic understanding of Google analytics tools
3. Bursting with creative ideas, yet also have the organisation and planning skills to execute them well
4. Passionate about social media and have a strong online presence yourself
5. You are both a planner and an implementer. You have initiative and can work efficiently in a fast-paced, dynamic environment
6. Ability to work well under pressure, with tight deadlines