University of Southampton and TMP Relationship Guide
Your Team

Kelly Simpson
Client Partner

Karen Smith
Client Manager

Kim Batson
Client Executive
Our Approach

Briefing  →  Research and data review  →  Creative and media planning  →  Client approval  →  Go live
## Media Planning

<table>
<thead>
<tr>
<th>Review Data</th>
<th>Sector Analysis</th>
<th>Role Details</th>
<th>Location</th>
<th>Seasonality</th>
</tr>
</thead>
<tbody>
<tr>
<td>TMP Dashboards</td>
<td>Hard to fill</td>
<td>Benefits</td>
<td>Market mapping</td>
<td>Key recruiting periods – e.g. graduate season</td>
</tr>
<tr>
<td>Previous campaign data</td>
<td>High volume/low level</td>
<td>Required skills and experience</td>
<td>Previous issues</td>
<td></td>
</tr>
<tr>
<td>Client data</td>
<td>Skillset shortage</td>
<td>USPs</td>
<td>Competitors</td>
<td></td>
</tr>
<tr>
<td>Media data</td>
<td></td>
<td>Products suitability</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Campaign Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget</td>
</tr>
<tr>
<td>Length of campaign</td>
</tr>
</tbody>
</table>
Overall Process

1. **Brief Received**
   - Sent to copywriting team: 2 full working days
   - Sent to media team: 2 full working days (under £15k), 5 full working days (over £15k)

2. **Schedule and/or copy sent to review**
   - Department to approve
     - **Yes**
       - Media team directed to set campaign live: up to 2 full working days if no CM/MI, up to 5 full working days if CM/MI included
       - **TMP send live links**
     - **No**

3. **Amends sent to relevant teams**

Circa. 2 full working days (dependent on extent of changes. CM to advise at point of request)
## Requirements

<table>
<thead>
<tr>
<th>Media Schedule</th>
<th>Copywriting</th>
<th>Go live</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Job title</td>
<td>• Candidate pack</td>
<td>• Approval of schedule</td>
</tr>
<tr>
<td>• Job description</td>
<td>• Briefing call OR Briefing</td>
<td>• Final copy/content provided or approved</td>
</tr>
<tr>
<td>• Salary</td>
<td>questions</td>
<td>• Jobs live link(s)</td>
</tr>
<tr>
<td>• Number of vacancies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Number of links</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Locations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Timeframes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Budgets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Any channel requests</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Copywriting confirmation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Creative Development

<table>
<thead>
<tr>
<th>Brief</th>
<th>Concepts</th>
<th>Present</th>
<th>Concept Test</th>
<th>Refine</th>
<th>Final Development</th>
<th>Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Team critically analyse brief</td>
<td>Start the journey</td>
<td>Showcase to customer</td>
<td>Digest feedback</td>
<td>Focus in agreed direction</td>
<td>Everything ready to go!</td>
<td>Monitor results</td>
</tr>
<tr>
<td>All questions answered</td>
<td>Explore routes &amp; territories</td>
<td>Explore conversation</td>
<td>Refine</td>
<td>Develop rich content</td>
<td>Refine</td>
<td>Refine</td>
</tr>
<tr>
<td>Differentiation established</td>
<td>Develop options</td>
<td>Share rationale</td>
<td>Fine tune</td>
<td>Bring concepts to life</td>
<td>Fine tune</td>
<td>Fine tune</td>
</tr>
</tbody>
</table>
Example project plan for creative projects

<table>
<thead>
<tr>
<th>ID</th>
<th>Task Mode</th>
<th>Task Name</th>
<th>Duration</th>
<th>Start</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Indicative Project Plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Creative team briefing</td>
<td>1 day</td>
<td>Wed 05/06/19</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Creative team briefing</td>
<td>2 days</td>
<td>Thu 06/06/19</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Concepting</td>
<td>1 day</td>
<td>Mon 10/06/19</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>GRS to review</td>
<td>3 days</td>
<td>Tue 11/06/19</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>GRS to sign-off</td>
<td>3 days</td>
<td>Tue 11/06/19</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>Media planning</td>
<td>2 days</td>
<td>Wed 05/06/19</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>Planning (assuming under £15k)</td>
<td>2 days</td>
<td>Wed 05/06/19</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>Landing Page</td>
<td>7 days</td>
<td>Mon 10/06/19</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>GRS to provide preferred URL and assets (e.g. imagery, job descriptions, etc.)</td>
<td>3 days</td>
<td>Mon 10/06/19</td>
</tr>
<tr>
<td>11</td>
<td></td>
<td>TMP to create a landing page using assets provided by GRS</td>
<td>1 day</td>
<td>Thu 13/06/19</td>
</tr>
<tr>
<td>12</td>
<td></td>
<td>TMP to send link to GRS</td>
<td>2 days</td>
<td>Fri 14/06/19</td>
</tr>
<tr>
<td>13</td>
<td></td>
<td>GRS to review</td>
<td>2 days</td>
<td>Mon 17/06/19</td>
</tr>
<tr>
<td>14</td>
<td></td>
<td>GRS to sign-off</td>
<td>2 days</td>
<td>Tue 18/06/19</td>
</tr>
<tr>
<td>15</td>
<td></td>
<td>Go live</td>
<td>7 days</td>
<td>Tue 18/06/19</td>
</tr>
<tr>
<td>16</td>
<td></td>
<td>Approval and all assets received</td>
<td>3 days</td>
<td>Tue 18/06/19</td>
</tr>
<tr>
<td>17</td>
<td></td>
<td>Media live (with CM/MH)</td>
<td>5 days</td>
<td>Thu 20/06/19</td>
</tr>
</tbody>
</table>
Working examples
HR Apprenticeship Programme
Department for Work and Pensions
The Brief

- HR Degree apprenticeship
- 85 vacancies
- London South West, Yorkshire and the Humber, North East, North West
- Salary: £23-£26k
- Budget: £18,000
University vs apprenticeships: What is the best career choice?

After finishing their A-levels, many school leavers find it difficult to decide what to do next.

What is better for job prospects: university or apprenticeships?

Apprenticeships may give you a head start at work, but over the course of a lifetime graduates earn £10,000 more than non-graduates.

Looking for an apprenticeship role? Search Guardian Jobs and find the right fit for you.

Apprenticeships vs University: Which option is best for you?

If you're in a hurry because Emmerdale is on in 10, jump straight to our jobs page.

I'm going to be honest. I've had a head start over taking up an apprenticeship. Bambisa Dang was never considered doing an apprenticeship as an alternative to A-levels and university. "To be honest, I didn't know anything else," he says. "I thought I had to go to university - I was going to become an English teacher."

Clare had been interested in fashion for years but thought an English degree...
Audience Insights

- **92.6%** says a company’s impact on society affects their decision to engage.
- **Top 3 priorities**
  - enjoying life,
  - finding a great job,
  - becoming a better person
- **8 seconds**
  - Average attention span
- **59%** more likely than older generations to connect with brands on social
- **62%**
  - want to do A Levels or go to university
Primary Target Audience

18 to 19-year-old school leavers

Sense of social conscience

Concerned about debt

Little or no work experience

Likely to apply to universities and apprenticeships

University is most recommended route by schools and parents

Wants a secure job

Interested in further education (university or degree apprenticeship)

Perceptions of government, as an entity and an employer
Key Messaging

Degree Apprenticeships

Earn a full degree:
• that rivals that offered by universities
• whilst building work experience
• without the debt
• in a secure position

Department of Work and Pensions

Work in an organisation:
• where you can make an impact
• that tackles some of the country’s most important issues
• that has a huge scale
• that presents a challenge
• that provides a secure career
Thinking of a degree? Welcome to your lecture theatre.

With a Degree level Apprenticeship in HR, real life is where you’ll learn.

With the traders down the market. With the families in the park.

In fact, wherever real people in real-life need are looking for help. Because at the Department of Work and Pensions (DWP), we cover the issues that affect everyone, up and down the country.

If you’re undecided about university and you want to make a difference in society, get in touch about an HR Degree Apprenticeship. It’s a real job with a real salary. You’ll earn at least £23,000 a year while you study. And at the end of it, you’ll have a real degree.

We’re the biggest government department in the UK. And as an HR apprentice, you’ll influence everyone who works for us, as well as the millions of people who rely on us every day.

What’s more, we’ll pay all your university fees. You’ll come out of your apprenticeship with a secure career, years of valuable experience and no university debt whatsoever.

Find out more and apply here.
Media Options

careermap™

TheBigChoice

youth career network

indeed®

Google Ads

SNAP
Non-Native Species Specialist
Defra
The Brief

- Non-native Species Specialist
- 1 vacancy
- Manchester
- £8,000 budget
Audience Insights

**Main Competitors**
Academia, large corporations, local government.

**Top Employers**
- University of Manchester
- Jacobs
- Environment Agency

**Overall Package**
High salaries and significant progression opportunities

Talent distribution across Manchester
Target Audience

In-depth knowledge of non-native species ecology and management

Care about plants and animals

Relevant jobs titles:
- Environmental Consultant
- Environmental Scientist
- Environmental Advisor
- Environmental Manager
- Principal Ecologist
- Consultant Ecologist
- Graduate Ecologist
- Environmental Scientist
- Ecologist
- Senior Ecologist

Relevant skills:
- Project management
- Report writing
- Ecological consulting
- Environmental consulting
- Customer service
- Budgeting
- Impact assessment
- Surveys
- Business development
- Preparing proposals
Key Messaging

- Protect our nation’s flora and fauna
- International reach and impact
- Be part of Defra, an organisation that is completely environmentally focussed
IMPACT
VESPA VELUTINA’S IMPACT SPREADS FURTHER THAN ASIA.

So could yours.

So could yours.
Become a Defra Non-Native Species Specialist
NEOVISON vision's impact spreads further than North America.

So could yours.

Become a Defra Non-Native Species Specialist.
VESPA VELUTINA’S IMPACT SPREADS FURTHER THAN ASIA.

So could yours.

Become a Defra Non-Native Species Specialist in Manchester

Find out more at https://www.civilservicejobs.service.gov.uk, reference 12345678
So could yours.
Become our Non-Native Species Specialist

Some people see the purple flowers of the Himalayan balsam as a creation of the season .
But you won’t.
This twice invasive species, in many areas indeed a danger to native freshwater plant s, is killing off the UK’s economic billions of pounds a year.
This is why we’re enlisting your help today.
At the Ministry of Food, Health and Rural Affairs (MFHRA), we safeguard animal and plant health, the benefits of people, the environment and the economy.
Right now, we need an expert to join us as our Non-Native Species Specialist.

To guide and support the UK government on the scientific delivery of its invasive non-native species INNS policy.
To help maintain our responsibilities under existing international law and the regulation for the introduction and spread of invasive alien species.
To deliver a diverse portfolio of projects and management projects for the National INNS Management Centre.
To deliver our INNS UK projects, by creating a strategy to protect the UK (invasive, non-native, and non-native species). The strategy will be expensive and complex, but necessary to protect the environment.

Join us as our Non-Native Species Specialist, and your work could too.
LUDWIGIA PEPLOIDES’ IMPACT SPREADS FURTHER THAN SOUTH AMERICA

So could yours.

It’s the tiny yellow of the pretty Wine cups on the river banks, it’s a sure sign of summer to you. But a sure sign of danger to me.

To you, it’s an alien species, a pest, a danger to native plants. You understand it blocks our waterways, increases flood risk and costs millions to manage.

To me, it’s an impact on native plants and animals, and you threaten the entire impact inalien species such as the can have on our environment.

That’s why we want you to share your experience with us.

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Impatiens glandulifera’s impact spreads further than the Himalayas
So could yours

Become our Non-Native Species Specialist

Some people see the purple blooms of the Himalayan balsam as a celebration of the season.

But you aren’t fooled.

You know it’s one of many alien invasive species. A danger to native bankside plants. Costing the UK economy billions of pounds a year.

Which is why we’re emailing you today.

At the Animal and Plant Health Association (APHA), we safeguard animal and plant health for the benefit of people, the environment and the economy.

Right now, we need an expert to join us as our Non-Native Species Specialist.

To guide and support the UK Government on the domestic delivery of its invasive non-native species (INNS) policy

To help us meet our obligations under existing European Union Regulation on the prevention and management of the introduction and spread of invasive alien species

To grow and manage a portfolio of non-native species management projects for the National Wildlife Management Centre

To deliver our RAPID LIFE project, by creating a strategy to protect the UK’s aquatic, riparian and coastal biodiversity that can be replicated across Europe

As a government department and an executive agency of Defra – the largest organisation in the UK promoting the wildlife agenda – our work has an impact around the globe.

Join us as our Non-Native Species Specialist, and your work could too.
Media Options

- New Scientist
- nature careers
- EcologyJobs.co.uk
- environment job.co.uk
- jobs.ac.uk
- The Guardian Jobs
- LinkedIn
Takeaways

- Deep audience insights
- Evidence based recommendations
- Dedicated team, and inhouse specialists
- Meticulous process, aligned to GRS planning
Contact details

Kelly.Simpson@tmpw.co.uk
07921 491884