University of Southampton and TMP Relationship Guide
Your Team

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Our Approach

1. Briefing
2. Research and data review
3. Creative and media planning
4. Client approval
5. 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>
<th>Campaign Details</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>
<td>Budget</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>Length of campaign</td>
<td></td>
</tr>
<tr>
<td>Client data</td>
<td>Skillset shortage</td>
<td>USPs</td>
<td>Competitors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media data</td>
<td></td>
<td>Products suitability</td>
<td></td>
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</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**

3. **Department to approve**
   - Yes

4. **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

5. **Amends sent to relevant teams**
   - Circa. 2 full working days (dependent on extent of changes. CM to advise at point of request)

   - up to 2 full working days if no CM/MI
   - up to 5 full working days if CM/MI included

   - TMP send live links
# 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 questions</td>
<td>• Final copy/content provided or approved</td>
</tr>
<tr>
<td>• Salary</td>
<td></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></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></td>
<td>Fine tune</td>
</tr>
<tr>
<td></td>
<td>Consider what is possible</td>
<td>Seek consensus</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Everything ready to go!
Example project plan for creative projects
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
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 £30,000 more than non-graduates.

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

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.

Apprenticeship vs university

Announcements

Applying to uni? Find your uni group chat here >>

Reply: 1

Report 2 years ago #1

I know this argument has been around for years and talked about ast and recently I have been getting confused to a point where I'm sitting typing to see what others speak are.

My friend today and for the past few weeks told me that apprenticeships are far superior than university, that over their life time they make more money than people in non-vested group use which would mean a good 70% of universities. He went on saying about no debt and so and so on this particular friend wants to go into accounting through apprenticeship. I on the other hand am starting university (Northumbria university) and am going to do Dec in mathematics. One of my dreams (career wise) was to be an accountant (it is one of the thing I want to be so dont quote me on that).
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
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

Talent distribution across Manchester
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

Target Audience
Key Messaging

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

So could yours.

So could yours.
Become a Defra Non-Native Species Specialist
NEOVISON VISON'S IMPACT SPREADS FURTHER THAN NORTH AMERICA.

So could yours.

Become a Defra Non-Native Species Specialist

Department for Environment Food & Rural Affairs
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
IMPATIENS GLANDULIFERA'S IMPACT SPREADS FURTHER THAN THE HIMALAYAS.

So could yours.

Become our Non-Native Species Specialist

Some people see the purple flowers of the Helen's pink bulb as an indication of the season.

But you won't.

This non-native and invasive species is a huge threat to native plants, consuming UK eco-systems billions of pounds a year. It's why we need your help today.

At the Forestry and Land National Association (FLNA), we safeguard animal and plant health and the benefits of people, the environment and the economy.

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

To guide and support the UK Government on its national delivery of its approved non-native species management strategy.

To help us meet our obligations under creating biodiversity action plan for the prevention and management of the introduction and spread of non-native species.

To deliver a programme of strategic non-native species management projects for the Forestry and Land National Association.

To deliver our NAPF (UK) project, by creating a strategy to protect the UK's agro-ecosystems and create opportunities that can be exploited across Europe.

As a government department and an executive agency of Defra, we are committed to protecting the wildlife against our work has an impact on the global environment.

Join us as our Non-Native Species Specialist, and you will provide:

- A competitive salary
- Access to a comprehensive benefits package
- Opportunities for professional development
- A dynamic and supportive working environment

If you are passionate about protecting our natural environment and want to make a difference, we would love to hear from you.

Please apply now.
LUDWIGIA PEPLOIDES' IMPACT SPREADS FURTHER THAN SOUTH AMERICA

So could yours.

It’s the tiny yellow of the pretty Water Primrose on the river banks, it’s a sure sign of weather to come but a sign of danger to you.

To you, it’s an alien species, an invader to native river flora. It undercuts flood banks, erodes riverbanks, increases flood risk, and costs millions to manage.

Because you’re an expert on invasive plants and animals, and you know the native impact invasive species such as this can have on our environment.

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

To you, it’s an alien species, and a danger to native river flora.

You understand floods, our waterways, and the health of our landscapes, the environment and the economy.

Right now, we’re looking for an expert to join us full time on our alien invasive species project.

- To guide and support the UK Government on the strategic delivery of its marine non-native species NAPC policy.
- To help us meet our obligations under existing European Union regulation on the protection and management of alien invasive species.
- To help assess the potential and impacts of marine alien species.
- To plan and manage a portfolio of on-shore and management projects for the National INVASION Management Centre.
- To deliver the NAPI UK project, by creating a strategy to protect the UK’s biodiversity, marine and coastal areas that can be repeated across Europe.

Not a government department or an executive agency of DEFRA, this team is one of the biggest created around the health and maintenance of our native species. And you were made for the job.

We can offer the right salary, a good accommodation, so if that’s you, apply now.
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  Ecology Jobs.co.uk  environmentjob.co.uk

jobs.ac.uk  Guardian Jobs  LinkedIn
Takeaways

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

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