



# The UniJobs.co.nz Marketing Challenge Brief

Please make sure to read the brief as well as the information about UniJobs.co.nz below.

## The Challenge:

Students are to create an effective marketing campaign for Unijobs.co.nz. They will outline a marketing plan, action one of the activities and report on the results. Essentially, we are asking students to develop effective strategies and provide the business with recommendations that will help UniJobs achieve total marketing dominance. This plan will be done with the use of the marketing theories and concepts that they have been taught through their time in study but more so their application in the real world. They will need to use their own creativity as well as do research and show the results of this research.

## Who can enter:

The Challenge is open to any marketing undergraduate or graduate student from any higher education institution in New Zealand.

## Timeframe:

Submissions must be received by 5pm on 11<sup>th</sup> June, 2010 by online submission at [http://www.unijobs.co.nz/marketing\\_challenge](http://www.unijobs.co.nz/marketing_challenge)

## What's in it for you?

The overall winner receives a prize of \$500 and the possibility of a contract paid marketing role working on a number of projects for UniJobs.

## How is it judged?

The submission will be reviewed by a judging panel made up of representatives from Unijobs.co.nz, Unijobs.com.au and the Business Investors Group.

*The final judging criteria will be based on:*

- Research and creativity
- Use of marketing theory and concepts
- Applicability to the real world
- Results of the marketing activity
- Presentation

The winner will be announced at UniJobs.co.nz by 5pm on 1<sup>st</sup> July 2010 and notified by telephone.

Terms and Conditions - [http://www.unijobs.co.nz/Terms\\_and\\_Conditions.pdf](http://www.unijobs.co.nz/Terms_and_Conditions.pdf)

# ABOUT UNIJOB.CO.NZ

## **The Company**

Unijobs.co.nz is New Zealand's University Job Website; a database where jobseekers can find and apply for any academic and non-academic university jobs anywhere in the country (for further information go to [www.unijobs.co.nz](http://www.unijobs.co.nz)).

## **Logo and Branding:**

You will use the Unijobs.co.nz logo in your marketing plan and activity. A high resolution of the logo can be accessed through this link [http://unijobs.co.nz/unijobs\\_logo\\_2010.gif](http://unijobs.co.nz/unijobs_logo_2010.gif). You will also use the slogan "New Zealand's University Job Website".

## **Statistics and helpful information:**

You may use the site – [www.unijobs.co.nz](http://www.unijobs.co.nz) to find further information to use in your marketing activity plan as well as the information and statistics below.

- \* Unijobs posts over 160 jobs a month
- \* Subscribers can sign up to receive weekly email job alerts
- \* UniJobs has over 8,000 subscribers
- \* Unijobs has over 8,00 visitors to the site a day
- \* 40% of visitors to the UniJobs website are international

Please note that you don't have to use all or any of this information, but you must not use any false or misleading information.

## **The Campaign**

You are to devise a plan which will increase UniJobs.co.nz presence in the higher education job market.

## **The objectives of the marketing plan:**

- **Drive more traffic to the UniJobs website and increase repeat traffic**
- **Increase the amount of jobseekers using the site**
- **Develop various marketing activities that are no cost, low cost, medium cost and high cost**
- **Implement one of the above activities and report on the results**

Within your submission you must address each of the outlined objectives.

The plan is to be no larger than 5000 words.