



Job Description

Job Title: Research & Marketing Assistant	Contract Term : 6-12 months
Department: Marketing	Region: North America, UK & Europe
Direct Supervisor: Group Marketing Director	Location: UK - Alfreton

Job Summary:

The Research & Marketing Assistant will take ownership of all contact and market research requirements across the Group's North America, UK and Europe regions and be responsible for communicating across the group and with all members of the business to engage in research that informs and helps influence decision-making.

The role will involve working closely with the Group Marketing Director and Marketing Manager to establish opportunities based on the priorities defined in the Group Marketing Strategy and by the requirements of the sales teams. This role is a crucial part of supporting our sales teams who are interacting directly with potential customers, but this is not a customer-facing role.

The ideal candidate will have experience in conducting market research and creating reports and some experience working in a dynamic and fast-paced marketing team. The role will be responsible for reporting on all activity and results to the Group Marketing Director against agreed KPIs.

The role is critical in helping establish who our customers are and what they want as well as researching our competition and helping us identify opportunities and areas for growth.

Duties/Responsibilities:

- Supporting Group market research
- Developing contact lists for communications
- Using email marketing tools to reach out to those lists
- Interacting with the company CRM system to record data and successes
- Producing reports for research pieces
- Researching and cleaning contact databases
- Assist with other Marketing projects as required

Required skills/Experience:

- Minimum of a bachelor's degree in Marketing or Business is essential
- 1-2 years of experience in a research/marketing role desirable, ideally in Water / Wastewater, Environmental, Industrial or Manufacturing sectors
- Experience in conducting Market Research
- Experience in producing and presenting analytical reports
- Experience in using email marketing software would be an advantage
- Experience in using CRM systems would be an advantage
- Excellent written and spoken communication and analytical skills



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- Knowledge of LinkedIn and LinkedIn research tools
- An understanding of marketing and the marketing mix
- A drive to be knowledgeable in the field and keep abreast of market activity
- The ability to deliver against relevant KPIs
- Ability to thrive in a high-paced and, at times, stressful environment
- Ability to build strong relationships both internally and externally
- Well-organised and accurate, with the ability to work on many different projects at once, not allowing critical path obstructions to hinder overall progress
- A second language (Dutch, Italian, French, German) would be beneficial