



Job Description

Job Title: Research Assistant/AI Prompt Engineer	Contract Term : 3-12 months
Department: Marketing	Region: North America, UK & Europe
Direct Supervisor: Group Marketing Director	Location: UK - Alfreton

Job Summary:

The Research Assistant/APE will take ownership of all contact and market research requirements across the Group business and be responsible for communicating across the group and with all members of the business to engage in research to inform and help influence decision-making across the team. 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, which can be at a degree level or similar, and a framework will be provided to assist in building research reports using AI tools. 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.

A key tool in this role will be the use of AI to extract data and information to assist in building customer/competitor profiles. Training will be provided to assist in completing required tasks.

Duties/Responsibilities:

- Supporting Group market research
- Developing contact lists for communications
- Using AI tools to gather data and build target 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:

- Experience in conducting Market Research
- Experience in producing and presenting analytical reports
- Experience using Google Bard would be an advantage (not essential, training provided)
- Experience in using email marketing software would be an advantage (not essential, training provided)
- Experience in using CRM systems would be an advantage (not essential, training provided)
- Excellent communication skills
- Strong organization skills required to manage workload
- Knowledge of LinkedIn and LinkedIn research tools would be an advantage (not essential, training provided)
- A drive to be knowledgeable in the field and keep abreast of market activity and news
- The ability to deliver against relevant KPIs
- Ability to function well in a high-paced environment.



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Minimum Job Requirements:

Applicants must have the relevant below requirements to fulfil the role and to deliver PR support across the business:

- Minimum of a bachelor's degree in, or in the process of acquiring a degree in Marketing or Business/Business Analyst or similar is essential
- No previous experience in a marketing department is required but would be advantageous, training will be provided
- Experience in conducting market research (as part of a degree module or similar is acceptable)
- Strong oral and written communication and analytical skills are essential
- Self-starter who is organized and able to build strong relationships both internally and externally
- Ability to work on many different projects at once, not allowing critical path obstructions to hinder overall progress