

Market Researcher & Marketing Assistant Job Description

About the Company

Borg & Overström is a designer and manufacturer of premium drinking water systems. We continue to expand in existing and new global markets. Already in 46 countries, we have a clear plan to be truly global having successfully recently entered the N. America and UAE markets.

About the Opportunity

Due to an increased demand on our Marketing Department, we are in a search for an outstanding Market Researcher & Marketing Assistant ready to join us at this exciting time of continuous growth.

Working from our Offices in St Andrews Business Park (Norwich), this is a unique two-fold opportunity for individuals who are determined to succeed. The main scope of the role is to support the Head of Marketing and Marketing Manager with customer and industry insights that help shape the strategy and comms plans. The second part of the role would include assisting the marketing team with necessary day-to-day activities to ensure achievement of departmental KPIs.

Who are we looking for

You will be a highly motivated person passionate about research and everything marketing. We are looking for marketeers that have experience of working within a brand-led and sales driven business in the past 1-2 years. Ideally, you have experience of the B2B distributor marketplace, possibly in or related to our industry. You will need to demonstrate a high level of organisational skills to be able to work independently as well as within a high performing team. You will also have a creative mind, impeccable judgement, and a track record of achieving agreed projects.

Key Responsibilities:

- Global research - analysis and segmentation including – geography, demographics, psychographics, buying habits, localised constraints.
- Customer Research – ongoing customer analysis via qualitative and quantitative research using both the full database and the Customer Consultation panel.
- Competitor research – quantitative desk research including product and pricing analysis.
- Industry research – market and product research and analysis, incl. trend, product, pricing.
- Exec assistant – administration tasks to support Head of Marketing.

- Marketing budget management – reviewing and reporting on the departmental spend against the marketing budget.
- Print management – managing stock levels of promotional materials including brochures and branded merchandise.
- Website and webstore content management – supporting the marketing team with routine updates and amendments to the content on the web store.
- Presentations – Creation of customer-facing presentations using pre-determined templates and guidelines.

Benefits to you

- Generous basic salary (24-26k)
- Friendly and supportive team to work with
- Holiday allowance increase year on year (up to max of 25 days)
- Enhanced sick pay
- Barista style coffee and hot drinks
- Career progression and on-going training
- Laptop