



Are you looking to develop a career in marketing and market research?

We're a rapidly growing, full-service business-to-business marketing and PR consultancy specialising in the construction and building products sectors.

We're looking for somebody with a degree in marketing who has a good grounding in all disciplines but who has a particular interest in market research.

Our clients work within home improvement, new build and commercial construction sectors, and include owner-managed businesses to global corporates. The sectors we serve are dynamic and fast changing, with sustainability a key driver.

We support them with an extensive range of services from brand and graphics, research, white papers and media relations to the digital space, including website delivery, SEO, PPC, direct marketing and social media.

We operate a flexible hybrid working arrangement, so you also need to be comfortable working on your own and from home for at least some of the time.

Although much of what we do is remote, some UK and international travel will be required.

We're expanding our research capability and so we need someone who is comfortable working with data, as well conducting qualitative research.

The role has the potential to evolve overtime to become exclusively research focussed, however, as a starting point, you'll need to be happy to help out with wider marketing functions including:

- Direct marketing and data management
- Planning and running social campaigns across multiple platforms and for multiple clients
- Monitoring and evaluation of campaigns
- Account administration
- Attend client planning meetings
- Management of supply partners
- Content creation including digital copy writing
- Video
- Development of digital ad campaigns, creation and placement
- Media management
- Creation and publication of digital newsletters
- Support for event management

We don't have a hard and fast idea about who we want other than that you're hard working, diligent and customer focussed. The ability to get your head around often complex regulatory or technical issues, and communicate them clearly and concisely, is also a must.

Please apply by sending a CV and covering letter explaining why you want the post, why you think you'd be good at the role, and what you think the most important trends shaping digital marketing are, up to a maximum of 600 words, to: hello@lascoprandmarketing.co.uk.

If you'd like to discuss any of the above, please drop us a line by email, say hi through LinkedIn, or go old school and pick up the phone, 01242 906598.