

<b>Job Title</b>	<b>Market Analyst/Senior Marketing Executive</b>
<b>Location</b>	<b>Aberdeen</b>
<b>Role Description</b>	
<p>We are looking for a motivated and enthusiastic market analyst/senior marketing executive to work within our marketing consultancy team. The role will involve market and competitor analysis, and contributing to the development of marketing plans and strategies, on behalf of Sales Evolution and our clients. The role will report to the Marketing and Communications Manager.</p>	
<b>Key Responsibilities</b>	
<ul style="list-style-type: none"> <li>• Liaising and building relationships with a range of stakeholders, e.g. clients, suppliers, colleagues.</li> <li>• Intelligence gathering on markets and competitors for Sales Evolution and clients</li> <li>• Carry out analysis on data gathered and provide recommendations for marketing strategies and activities</li> <li>• Identify market opportunities for clients and Sales Evolution</li> <li>• Contribute to development of marketing plans and strategies on behalf of clients</li> <li>• Research, store and disseminate reports and articles from published sources of interest to Sales Evolution and our clients</li> <li>• Production of market analysis reports for clients and Sales Evolution</li> <li>• Production and delivery of tactical marketing activities</li> <li>• Supporting the Marketing &amp; Communications Manager, and other colleagues.</li> </ul>	
<b>Knowledge, Skills and Experience</b>	
<ul style="list-style-type: none"> <li>• Degree qualification</li> <li>• Previous marketing experience would be an advantage</li> <li>• Excellent communicator (written &amp; oral)</li> <li>• Excellent analysis and data interpretation</li> <li>• Strategic marketing experience</li> </ul>	
<b>Additional Specifications</b>	
<ul style="list-style-type: none"> <li>• We are looking for a self-motivated, disciplined, enthusiastic, resilient and hard working individual who has a positive 'can do' attitude and a strong drive for results.</li> <li>• The individual will have the ability to work on their own initiative, work to deadlines and be flexible to respond to business needs.</li> <li>• Full driving licence</li> </ul>	