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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | Dear Placement Officer, Please see below a new exciting placement opportunity, exclusively from Placement UK. | |  |  |  | | --- | --- | | |  | | --- | | **Market Researcher/Analyst** | | | |  | | --- | | ****Job Description:**** The company specialises in the design and manufacture of specialist Industrial Computer hardware.  It has had a large success in the UK and is now looking to broaden this internationally in order to help the company develop. You would be working and learning alongside a highly experienced and dynamic team, who will provide excellent training and support along the way as you develop your skills in a support position to help develop business.  Key responsibilities and task will include:   * Structured Marketing and competitor research across a diverse range of market sectors * Research of new media sources and marketing channels domestically and internationally. * Analysis and recommendation of website traffic using web analytics packages to provide insight * Lead and enquiry analysis to identify marketing investment opportunities * Analyse search engine marketing performance, to enhance the businesses web presence * Recording and reporting of departmental statistics for departmental key performance indicators   **Essential requirements:**   * Studying to complete a degree in Marketing or related subject. * Primary and secondary research * Research and statistical analysis * Report creation * Microsoft office packages   **Desirable attributes:**   * Experience of conducting Market research * Use of google analytics and adwords * An enthusiasm for market research * An analytical mind and the ability to think critically * Methodical and logical * Highly organised, tidy with excellent time management * Demonstrates high levels of initiative * Strong verbal and written communication skills * Able to handle pressure to meet deadlines * Self-motivated and able to multi-task handling multiple priorities * Excellent attention to detail * Professional appearance and behaviour * Able to learn new skills quickly and apply them/improve them consistently * Flexible, adaptable and accepting change * Positive and enthusiastic * Team player * Challenge seeking with copious energy deliver and to overcome any failures along the way   **Location:**   * Hampshire   **Remuneration details:**   * A training allowance of £700 a month will be provided to assist with accommodation and subsistence costs. | | | |
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