Job Title: Digital Marketing and Data Analyst

Salary: £21,600 - £28,000 plus substantial training package and pension

Closing date for Applications: 20 August 2018

Based at Royston Ltd in Newcastle you will lead a Knowledge Transfer Partnership project to develop an enhanced e-marketing ability, driven by an understanding and use of data analytics, to incorporate co-branding and co-creation enabling Royston to develop an optimal digital marketing strategy working in partnership with their stakeholders.

Candidates with a relevant Master’s Degree with experience of working with data analytics in the context of marketing applications are preferred. Suitable candidates with an Honours Degree in Marketing or a relevant subject will be considered.

The successful candidate will have good interpersonal, communication and team working skills and the ability to work independently with minimal supervision. Personal motivation, drive, good planning, organisation skills and the ability to work to tight deadlines are essential.

Benefits:
- The opportunity to undertake a Higher Degree
- Attendance at two residential managerial workshops (each of one week’s duration)
- £4,000 individual training budget
- The opportunity to lead a project, develop project management skills and improve long term career prospects
- Management training and mentoring by an Innovate UK KT Adviser
- Full access to university resources to complete the project

The KTP Associate will be an employee of Newcastle University but will spend most of their working time at the company’s premises in Newcastle. Although the contract is fixed-term for a duration of 2 years, more than 70% of KTP staff are made a permanent job offer by their KTP company.

Royston is a diesel power generation company focused upon the creation of value-added relationships with blue-chip companies in key industry sectors, including, Marine, Power, Defence and Offshore. [http://www.royston.co.uk/](http://www.royston.co.uk/); [http://www.enginei.co.uk](http://www.enginei.co.uk)

For more information or informal enquiries, please contact Prof. Savvas Papagiannidis savvas.papagiannidis@ncl.ac.uk and Dr Shirley Coleman Shirley.Coleman@ncl.ac.uk

For further details about Knowledge Transfer Partnerships please visit our Working with Business web page at: [https://www.ncl.ac.uk/business/expert-solutions/ktp/graduates/](https://www.ncl.ac.uk/business/expert-solutions/ktp/graduates/)

For further details on Newcastle University Business School please visit our web page at: [https://www.ncl.ac.uk/nubs/](https://www.ncl.ac.uk/nubs/)

For further details about Newcastle University please visit our information page at: [https://www.ncl.ac.uk/about](https://www.ncl.ac.uk/about)

For full details about this vacancy and essential information on how to apply, visit our Job Vacancies web page at: [https://www.ncl.ac.uk/vacancies/jobs](https://www.ncl.ac.uk/vacancies/jobs)