Newcastle University Business School

Job Title: Digital Marketing and Data Analyst

Grade: Vacancy Ref: B109794R 3

Main Duties and Responsibilities

The Associate is required 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 and embed this capability within Royston.

Working with dedicated Company and Academic Supervisors, this is to be achieved as follows:

1. **Mapping existing products to map the company's product/services**

   **This stage includes:**

   - Undertaking a literature review
   - Developing an understanding of the company including products and services
   - Researching and producing a report
   - Conducting interviews with staff, partners and customers and reporting on results

2. **Brand strategy and marketing communication plan**

   **Tasks will include:**

   - Using data analytic methods to identify patterns in the purchasing behaviour of customers, identifying opportunities and reporting on findings
   - Creating a marketing communication plan and presenting for approval
   - Familiarisation with social media and other sources and apply the techniques to relevant data
   - Presenting at a conference leading to an academic paper
   - Benchmarking brand strategy and plan and undertake a competitor analysis
   - Refining the plan and present for approval
   - Fully document action plan

3. **Co-branding with selected partners**

   **Tasks will include:**

   - Negotiating, designing and implementation of co-branding campaigns
• Reviewing effectiveness and refining future protocols, presenting findings to the company and teams
• Preparing an academic paper

4. Co-creating with customers

Tasks will include:

• Negotiating, designing and implementation of co-branding campaigns
• Reviewing effectiveness and refining future protocols, presenting findings to the company and teams
• Preparing an academic paper for submission to a reputable peer-reviewed outlet

5. Leading the industry transformation

Tasks will include:

• Identify mechanisms to monitor key news sources
• Capturing relevant data and undertaking analysis, presenting to the company and team providing a summary of the findings
• Enhancing conference presentation to produce an academic paper
• Reporting to the company on the methodology for short term campaigns

6. Embedding of capability

Tasks will include:

• Delivery of training workshops for staff, presentation and course material preparation, documentation of feedback
• Reviewing feedback to ensure capability is fully embedded
• Fully document findings and report on objectives and impact

7. Commercialisation

Tasks will include:

• Preparing a report for the company board summarising findings with clear guidelines
• Developing promotional materials

Delivering the project will provide the Associate with challenges and opportunities to develop and apply skills including the following:

• To lead a project which will transform the company into an internationally focussed thought leader/service provider
• Work in a fast paced-environment, liaising with very different stakeholder groups
- Interact with very diverse groups developing skills to adjust approaches accordingly
- Opportunities for co-branding and co-creation in B2B marketing which will demand skills including negotiating, design, implementation, marketing and management skills
- Develop an understanding of the complexities of survey data and its reliability
- Lead one or more groups of students on a marketing consultancy project/dissertation module
- Explore and apply new emerging ideas
- Develop marketing and data analytics skills which will present many career opportunities
- Learn how to communicate to different audiences in different formats
- Improve Associate profile and long-term career prospects
- Write journal articles and present work at conferences

The Associate will have the opportunity for development and training including:

- The opportunity to undertake a Higher Degree
- KTP Management Business Modules
- Membership of professional bodies
- Access to a full range of continuing professional development modules within the University

This 2 year fixed-term Newcastle University appointment will be based at Royston Ltd, Unit 3, Walker Riverside, Wincombelee Road, Newcastle upon Tyne, NE6 3PF.

Continual professional development at Newcastle University is provided within the academic supervision of the programme.

**Research Role Profile**
As part of our commitment to career development for research staff, the University has developed 3 levels of research role profiles. These profiles set out as follows: first, the generic competences and responsibilities expected of role holders at each level; second, the general qualifications and experiences needed for entry at a particular level. It is unlikely that any single member of staff will be applying all these competences at any one time, but he or she would be expected to display most of them over a period of time.

Please follow this link to our [Research Role Profiles](#)
Person Specification

Knowledge (including qualifications)

**Essential**
- Honours Degree or higher in Marketing or a relevant subject
- Knowledge in marketing communications, digital marketing and branding

**Desirable**
- Master’s Degree in a marketing or relevant subject

Skills (professional, technical, managerial, practical)

**Essential**
- Strong data analytical skills
- Good attention to detail and awareness of the importance of data quality and reliability
- Ability to craft scholarly conference papers and journal articles
- Excellent oral and written skills
- Entrepreneurial outlook and attitude
- An enthusiastic, highly capable individual to embrace the challenges of the project
- Strong interpersonal skills and the ability to communicate at all levels with different stakeholder groups
- The ability to work collaboratively with colleagues/good team working skills
- Confident with a self-driven outlook
- Very good organisation and planning skills
- Ability to work to tight deadlines and unsupervised for periods of time

Experience and Achievements (paid or unpaid)

**Essential**
- Experience of data analysis using Excel and statistical software
- Experience in using qualitative and quantitative research methods beyond their academic studies
- Working experience in a marketing communication role that involves the use of digital marketing techniques including social media
- Experience of working with data analytics in the context of marketing applications
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/

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

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

For further details about Royston Ltd please visit their web pages at: http://www.royston.co.uk/ and http://www.enginei.co.uk

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