



Graduate Analyst/Planner

What we want:

We're after an Analyst who has aspirations to be an Account Planner. You will work across all of our accounts and support the team to fulfil our myriad of briefs. We want an all-rounder who's keen to learn, bright and inquisitive. You should have a degree and a knowledge of marketing either through your degree or post-grad qualifications.

What you'll do:

What you'll do day-to-day will vary massively. We'd be surprised if two days are ever the same. You will be working across all of our clients and new business opportunities supporting the broader team in any capacity that is required. Your core responsibilities will include:

- **Analysis:** you'll be expected to research and provide feedback on a topic that the team need to know about. Here are a few examples to give you an idea of what would be asked of you.
 - What is behavioural economics and how can we use it?
 - How many people in the UK now have an iPhone, what is the rate of growth and who is more likely to have one?
 - What is the state of the UK broadband market - who's doing well and badly and why?

You will also support the Planning team to deliver business changing strategies.

- **Consumer behaviour and trends:** monitor the latest consumer trends and highlight opportunities you think we can exploit.
- **Market knowledge:** keep a constant eye on the marketing industry, share interesting insights, facts and best in class work with the team. This will include going to conferences.
- **Eye tracking:** this is an invaluable insight tool that helps us prove why our communications are effective. You'll be expected to learn how to set up the machine, run research with consumers and then provide analysis.
- **Presentations:** as a team, we have to produce a lot of documents and presentations. So you'll be expected to help write them up and make them look professional and inspirational.
- **Unusual jobs:** we always seem to have a requirement for slightly strange and unusual jobs that you'd be expected to do. Recently these have included going on the street and interviewing consumers to get extra insights, buying outfits for a photo shoot and much more.
- **Social secretary:** you'll be responsible for organising team outings and nights out!





digital and direct

What you need:

- Graduate calibre with a knowledge of marketing either through your degree or post-grad qualifications
- Aspirations to become an Account Planner
- Be bright, interesting and keen to learn
- Prepared to roll your sleeves up and get stuck in to a multitude of different jobs
- Ability to carry out detailed research and provide clear and concise analysis
- Strong team skills
- Highly effective written and verbal communication skills
- Tact, diplomacy and maturity in relating and interacting with people at all levels

