

Graduate with a Marketing, Business, Communications, Journalism, Public Relations, Graphic Design or a relevant degree

Associate will require a minimum of a BSc (Hons) or BEng (Hons) in Marketing, Business, Communications, Journalism, Public Relations, Graphic Design or a relevant degree.

The post is a 2 days per week part- time appointment over a 9 months fixed term.
£7,125 - £8,250 (equivalent to £28,500 - £33,000 pa pro rata)

This post offers a fantastic opportunity to an ambitious individual to advance their career with the support of company and academic mentors. Pic Tree Ltd joined forces with the University of Greenwich for this interesting KEEP+ (Knowledge Exchange and Embed Partnerships) project with financial assistance from the European Regional Development Fund. Whilst being an employee of the University of Greenwich, you will be based at the premises of Pic Tree and also spend time at the university's Greenwich campus to manage this project.

Pic Tree Ltd is a multimedia agency, 'All Creative under one canopy'. To achieve the one-stop-shop approach to grow their business, Pic Tree need to develop new services in production and post-production: animation & motion graphics with AR elements, green screen cyclorama, film and photography studio for commercial clients, postproduction suite.

This project revolves around market research including identifying personas and understanding the target market, research for developing new services, and working on developing an appropriate positioning and strategy for the business.

The role will involve:

1. Extensive market analysis to identify the customer persona, allowing tailoring of one or more potential new PIC TREE services.
2. Test and evaluate these likely new services against real-time demand needs, which will then be progressed or set aside according to the outcomes of research.
3. Identify which services or combination of services reach the customers in niche areas.
4. Implement market research into a working step by step strategy.

The Person

The successful candidate will possess a BSc (2.1 minimum) in Marketing, Business, Communications, Journalism, Public Relations, Graphic Design or a relevant degree. They will also have:

- Essential one year + experience in developing a business strategy and plan.
- Experience in market research
- Experience in qualitative research, e.g., interviews, focus groups, qualitative data analysis, etc.
- Experience in research and written reports, project management, cross channel marketing.

Essential skills and experience

- Fluent written and spoken English.
- Excellent communication skills (oral and written).

- Ability to work to tight deadlines and multi-task efficiently.
- Compliance to communicate and work at pace with stakeholders: the business and the university.

Desirable skills

- Experience in supporting marketing/communications.
- Experience working in the graphic design sector and good awareness of clientele needs.

The Associate should also be able to manage their own work load with minimal supervision. The candidate needs to be a motivated self-starter and be able to interact with enthusiasm and effectively with people at all levels as well as communicate with staff members at all levels in the company and knowledge base.

Although the successful candidate will have the support of a company supervisor and an academic supervisor, a degree of confidence to develop ideas outside his or her normal knowledge base is important.

For further details about the post and to make an application, please send your CV and covering letter outlining your suitability for the post to Dr Fatema Kawaf via email only: f.kawaf@greenwich.ac.uk

Closing date: 29th June 2021

Interview date: 6th July (to be confirmed)

Only candidates selected for an interview will be contacted. We thank every applicant for their interest. We aim to be an equal opportunities employer and welcome applications from all sections of the community.