



Junior Marketing Executive

About BVA BDRC

BVA BDRC is an award winning international consumer insight consultancy, conducting research in over 90 countries. The agency offers the complete range of research consulting and business transformation. We help brands get closer to their customers, improve customer experience and grow the bottom line.

Until recently, BDRC was the UK's largest independent market research consultancy. BDRC is now part of Paris-based **BVA Group**, the third largest research and consultancy group in France and ranked in the top 20 world-wide agencies.

We help our clients by translating research outputs into business intelligence that is ready for action. We do this through a range of market leading insight tools and a dedicated team of experts.

The business is organised around a number of key sectors – finance, hospitality, media, transport, travel and tourism, and we are recognised as leaders in these areas. Our innovation in how we address business challenges crosses these, with specialisms in brand strategy/tracking, customer experience, compliance, product development, market development and much more.

Location

The position is based at BVA BDRC's head office in central London, a stone's throw from Holborn tube. It is within walking distance of King's Cross, Waterloo and Charing Cross as well as being close to Covent Garden and Clerkenwell.

What is the job about?

We are seeking a recent graduate to work in our Marketing, Design & Analytics Team. The role is an exciting opportunity to build experience and learn new skills.

The team is eight strong, a mix of marketers, designers and data scientists. We provide support for the whole of BVA BDRC and our subsidiary companies. We collaborate closely with our opposite numbers at our parent company in Paris and our sister companies in the UK and Italy.

Key responsibilities

Key responsibilities may include:

- Copywriting and editing for blogs, case studies, marketing collateral, reports and social media, largely targeted at a business market
- Social media marketing
- Website updating
- SEO and web analytics
- Supporting research colleagues for events and conferences
- Helping to administer the company's CRM (customer relationship management) platform
- Email building, campaign management and reporting

Skills, experience and competencies

You must be a recent graduate with a strong degree from a reputable university, probably in Britain or Ireland. We will provide marketing training and membership of the Chartered Institute of Marketing – we don't expect you to be knowledgeable in marketing at this stage.

You must be able to demonstrate the following skills and experience:

- First and foremost, excellent written and spoken English. You should be enthusiastic about writing with clarity and precision in a variety of forms – everything from tweets to white papers.
- Good project management skills with an ability to work to deadlines and juggle competing priorities
- An eye for detail and accuracy
- Reasonable competence in Microsoft Office
- Good interpersonal skills
- Some experience in marketing would be beneficial but is not essential.

What is it like working at BVA BDRC?

BVA BDRC is an equal opportunities employer. We are a meritocracy, and the company culture is one where individuals can prosper dependent on performance, initiative and enthusiasm. We focus on bringing people up through the business; many of our senior staff started with us at middle or junior levels, including several Board Directors. There are no barriers to advancement for the right people.

A comprehensive training programme is delivered by our Training Action Group, comprising a mix of internal and external sessions, ensuring that relevant learning and development opportunities are available to employees of all levels.

We are a sociable company and place great emphasis upon teamwork and collaboration.

- We strongly believe that 'two heads are better than one' (if not three or four on occasion!), particularly when dealing with challenging work.
- Our social committee organises regular funded social events throughout the year including the Christmas party, an annual summer day out (these have previously included treasure hunts around the Tower of London, team cooking challenges, Go Ape in Battersea Park, white water rafting at the Olympic facility at Lee Valley), and other varied events throughout the year to ensure there is something for everyone.
- Our CSR (Corporate Social Responsibility) committee organise regular fund raising events for both national and local charities, such as a cake sale for Grenfell Tower, a Children in Need 'bikeathon challenge' (seeing which team could cycle the farthest on an exercise bike in a set time), decorating a local homeless shelter at Christmas and more.

Salary

The salary is competitive. We offer a number of staff benefits as detailed on the following page.

Further details

Please direct enquiries and CVs to Robert Dodds: robert.dodds@bva-bdrc.com

Please read our [Privacy Notice](#). By submitting your CV, you consent to our contacting you within the next few weeks regarding this, as well as to the terms detailed in our Privacy Notice

www.bva-bdrc.com

BVA BDRC Benefits

Annual leave

In addition to Bank Holidays, we offer 26 days annual leave; 3 of these must be taken between Christmas and New Year. The holiday allowance is increased by 3 days after completing 3 years' service, and rises to 5 extra days after completing 5 years' service.

Pension

All staff are automatically opted-in to the government's NEST pension scheme.

Get fit

We'll subsidise your gym membership, so it only costs you £15 a month at Holborn Fitness First or £20 a month to use almost any Fitness First (e.g. not South Kensington).

Season ticket loan

Commuting can be costly. Let us cover the cost of your annual travel pass with a loan, and you can repay the money in instalments from your monthly salary.

Private healthcare

We'll pay 50% of the premium for you (and your family if you wish) to join our healthcare scheme. Your share of the premium will be deducted from your monthly salary.

Childcare vouchers

We offer the option to get a portion of your salary paid via tax-efficient childcare vouchers. Subject to changes in government regulations.

Free eye tests

Of course!

Cycle to Work

If you want to cycle to work, we'll help with the upfront cost of buying a cycle through a cycle retailer. We'll buy the bike and/or equipment and reclaim the VAT. You repay the loan via monthly deductions from your gross salary, making it a tax-effective way to pay. We have bike storage, changing lockers and showers on site.

Giving back

We have an active CSR team, with regular opportunities to get involved with fundraising and volunteering activities for our designated charity, Coram.

Socialising

We organise monthly social events around London, including our annual Summer Day Out and Christmas Party. In the past, we've played zorb football, been to Flight Club, abseiled in the Olympic Park and baked with 'The Great British Bake Off' stars.

Referral bonus

If you recommend us to a friend who then works with us (and once the probationary period is completed), we'll give you a referral bonus of £500.

Refreshments

Free fresh filter coffee and just about every kind of tea you can imagine! And chilled filtered water to save on plastic bottles.

Flexible working

Depending on the team's needs, you may be able to work occasionally at home. Everybody works on a laptop, so you have the flexibility to move around the office.

Please note that some of these benefits, other than holidays and pension payments, become available only after completion of the probationary period.*

*Benefits subject to amendment according to government regulation and business circumstances