



JOB DESCRIPTION

Job Title	Research & Marketing Executive
Reports to	CRM Insight Manager
Location	Warwick
Salary	Dependent on Experience

Company information

Goodform is an innovative sports marketing agency and is focused on providing the very best service to our clients. We offer a professional, friendly and supportive environment with an open-plan office. Ambitious and hardworking, you will join a dynamic team and will have a key responsibility for enabling the business to reach its full potential.

Job Purpose

To deliver research and insight projects to clients using both qualitative and quantitative approaches, including research design, execution and reporting, and to deliver emails campaigns and provide insight via reporting and tracking of key trends.

Main Duties

1. Carry out quantitative research projects using in-house survey software to programme surveys, collect and analyse data
2. Support on qualitative research projects including the set up and facilitation of focus groups and telephone surveys as required
3. Liaise with clients to provide project updates and ensure projects are delivered to pre-agreed timeframes and scope
4. Provide support in the development of pitches and proposals to clients for research and insight projects and creation of initial project plans

5. Create email campaign templates, perform required checks and schedule them for distribution using specified data/e-marketing platforms
6. Use in-depth understanding of client database structure and composition to identify and create appropriate data pots for targeted marketing campaigns
7. Produce client reports on both CRM delivery and research & insight projects including monthly dashboards detailing analysis of the database, success of email campaigns and level of delivery, and the provision of recommendations and strategic guidance
8. Support on delivery to and manage the social media presence of the Sports Fan Panel, generating regular content to build an audience on both Facebook and Twitter

Required skills, knowledge and experience

Essential

- Numerate with good data analysis and insight skills
- Strong IT and database manipulation skills, in particular good working knowledge of Microsoft Excel and PowerPoint
- Propensity to learn new applications quickly and to a high level of competence
- Excellent time management and communication skills
- Creative ability, energy, and enthusiasm along with an outstanding attention to detail
- A proactive, flexible and friendly manner with the ability to build strong relationships both internally and externally
- Knowledge of and a passion for the sports industry

Desirable

- Qualified to degree level, potentially in an analytical subject
- Working knowledge and experience of market research approaches, CRM systems and software, email and digital marketing techniques and data analysis approaches
- Experience in the use of social media to maximise engagement with target audiences

Goodform Responsibilities

All employees have the following responsibilities:

Health and Safety

- To take responsibility for your own health, safety and welfare, ensuring compliance with Goodform's Health and Safety Policy, procedures and safe systems of work.



Training and Development

- To undertake all reasonable training, learning and development activity designed to support you in your role.

Diversity and Equality

- To be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment; to comply with Goodform’s Equal Opportunities Policy.

Working for Goodform – Further Information

Vision, Mission, Goals

Goodform Vision

To continue to be the best CRM, insight and sports marketing agency in the UK

Goodform Mission

To always deliver an excellent service to our clients, providing engagement, insight, innovation and commercial growth in all we do

Goodform Goals

Goal 1 - To maintain and develop our client base to ensure continual growth in revenue and overall profitability

Goal 2 - To be recognised as the best agency provider of CRM, insight and marketing services

Goal 3 – To have in place the best suited and value for money systems, software and processes to underpin our future strategy

Goal 4 - To develop our people in an environment that is empowering and rewarding, and recruit skilled people that match our culture and values

Goodform Culture - the way we work

We are Goodform, united by One Vision – *InGoodform*

We are specialists in our field; confident and knowledgeable and always customer focused

We are a family business; welcoming and inclusive

We are proud, professional and passionate about what we do



We do more by being resourceful, flexible and dependable

We have a spirit of fun, enthusiasm and respect for each other

We have open communication and value all opinions

We live to our values – we have no fear, we take things on, we commit, we make a difference, we are stronger together and we are *InGoodform*

Values

No fear – confront issues and be confident, be responsible, be accountable, be courageous

Take things on – right here right now, be decisive, make the most of every opportunity, be proactive

Commit – with enthusiasm, with consistency and excellence, with honesty and integrity, with energy and vibrancy

Make a difference – lead the way, embrace change, be creative, be innovative, show your skills and expertise

Stronger together – listen, every person counts, respect and support each other, challenge positively, trust each other, share our knowledge

InGoodform – loving the sports industry, being customer focused, maximising the opportunities whilst managing the realities, growing in strength