



Internal Vacancy Announcement

Marketing Intelligence Specialist

Scapa's vision is to be a world class, inspired, market driven team, focused on optimising customer and shareholder value through responsible, agile delivery of specialist tape solutions.

As part of our aim to be a World Class, market driven team, we have identified a requirement for a Marketing Intelligence Specialist reporting into the Strategic Marketing Manager.

The Marketing Intelligence Specialist will play a key role in guiding the organisation towards a market led approach by working with the market managers to contribute to their strategic planning and working with the executive team to influence the strategic orientation of the business. Together with the Strategic Marketing Manager, they will be expected to enhance the marketing intelligence orientation of the Marketing team and assist in upgrading the market research skills within the team.

The role requires a proactive and versatile approach as the individual will be required to generate, scope and manage Market Research projects, getting buy-in, writing proposals and determining the right market research approach and methodology, analysing results, generating insight, evaluating the relevance of results for internal stakeholders and communicating findings back to the business with recommendations.

There will be a requirement for the individual to carry out in-house research tasks; such as desk research and interviewing and to manage research agencies from brief to delivery and communication of results to the organisation.

The successful candidate will have a relevant degree in either business or social sciences and at least 3 years experience of business to business market research, marketing intelligence or industry analysis, ideally gained both in-house and within an agency environment.

The role requires excellent communication and influencing skills as the post-holder will be required to work with our senior management teams and help to shape Scapa's strategic agenda.

Full driving licence essential.

To be considered for this position, please forward a copy of your CV to
Lisa Hamilton, Support Services Manager - lisa.hamilton@scapa.com