

## **GRADUATE MARKET RESEARCH ANALYST**

McCloskey International leads the screening and crushing industry with a complete line of equipment including: crushers, vibrating screeners, trommels and stacking conveyors. Built with power and durability as standards, every product is field-tested before being deployed in a wide range of industries around the world. We currently operate across 3 manufacturing sites in Northern Ireland and we continue to grow our market share.

### **JOB SUMMARY**

We currently seek to recruit a motivated and enthusiastic graduate to join our MWS team. The role of the MWS Graduate Market Research Analyst is to assist in the relaunch of the MWS Washing Products range. The opportunity will include a training program to understand the functionality of the MWS Product range and its applications before relocation to work closely with an appointed Dealer within Europe, to conduct extensive research on the European market including details of potential distributors and end-users, with potential opportunities globally thereafter.

### **SPECIFIC ACCOUNTABILITIES:**

- Participate in an on-site training programme to gain an understanding of the MWS product range, its functionality and applications, and the processes of the MWS Sales and Dealer network functions.
- Research the materials, mining & minerals industries across Europe.
- Research all European markets for material washing equipment and identify all key players, distributors, brands, equipment, after-sales support and marketing tools used.
- Identify opportunities to increase sales and market share.  
Conduct research to identify all possible end-users in the region and create database to record all findings.
- Develop a good working relationship with the assigned dealer and provide regular updates to the MWS Team of progress.
- Produce a report on Marketing activities of rival brands in the industry, including analysis of websites, social and printed media, trade shows and open days.
- Assist the distributor in achieving sales growth and increased market share by the conclusion of the 18-month programme.
- Work closely with the assigned dealer to building relationships and future sales with potential customers highlighted through research.
- Conduct research in the assigned territory to assist with the launch of new product ranges in the area.
- Liaise with internal McCloskey teams including Sales, Marketing and Engineering to provide on finding from research.
- Provide advice and assistance to the Dealer and customers.
- Working closely with all departments of the organization; including, Design, Finance and Administration, and Marketing, Service, Spare Parts and Warranty; to produce total machine sales solutions for the marketplace.

## **EDUCATIONAL BACKGROUND & EXPERIENCE REQUIRED:**

The successful candidate must have:

- Educated to degree standard or equivalent in Business, Marketing or related discipline
- Strong customer service skills and experience, ideally within the industry
- Possess a keen interest in machinery and be mechanically minded
- Excellent communication and IT skills
- Availability for a period of relocation to the target market
- Knowledge of another language would be preferable
- Possess a current passport with long date and no criminal record for visa applications
- Full Clean Drivers licence with access to own vehicle

## **WHAT WE CAN OFFER YOU:**

This is an exciting new opportunity in a growing global organisation with further opportunities for progression. The successful candidate will have opportunities to travel following a six-month training plan at our NI office. An excellent package is on offer including a competitive salary plus bonus, private healthcare and pension. The successful applicant will undertake a fully funded Post Grad Diploma in International Marketing through the University of Ulster.

## **ARE YOU READY?:**

If you wish to be considered for this new opportunity and wish to be a part of a dynamic and international organization with opportunity to travel, then please apply by completing an application form and detailing your suitability for the post by email [application\\_uk@mccloskeyinternational.co.uk](mailto:application_uk@mccloskeyinternational.co.uk) or call us on 028 8774 0926 for more information.

## **CLOSING DATE:**

January 8<sup>th</sup>, 2021

***We are an equal opportunities employer***