



Irrational Agency is looking for an ambitious **junior/ marketing communications executive** to join a growing team

Irrational Agency is one of the fastest growing agencies in the data and insights industry. We are looking for someone at the junior/executive level to support our marketing and communications efforts as we look to scale the business.

What are we looking for:

- Previous experience in either marketing, communications or journalism
- Experience creating content for social media platforms
- Experience in using CRM Systems and WordPress
- Experience in writing and proofreading creative copy for web/email/blogs/articles
- A proactive and highly organised approach to handling tasks
- Keen attention to details

Some ideal, but not essential characteristics:

- Experience in using the Adobe Suite
- Experience in using HubSpot
- Previous experience in the data and insight industry
- An understanding of research methods

What you would be doing:

- Reporting directly to the Head of Marketing
- Managing Irrational Agency social media accounts
- Write and proof read campaign copy
- Maintain contact database
- Draft web copy and update the Irrational Agency website
- Monitor campaign performance and key marketing metrics and reporting
- Contribute strategically to marketing and communication planning
- Speaking at conferences and writing white papers

What you would be getting:

- A career development plan to achieve the ambitious goals you set yourself and continuous career progression plan
- The support, time, and resources needed to achieve that plan
- Office space in Paddington with free drinks and regular activities such as yoga and cocktails
- Flexible working conditions depending on your specific needs

- Monthly team lunches
- £1,000 p/a training budget
- 5% Pension contribution
- Travelcard loan
- 25 days holiday (additionally in 2020 & 21 we closed between Christmas and New Year)
- Bonus (typically, but not limited to, 1 month salary)
- Salary between £23-£30k depending on experience

Clients work with us because: we believe the only way to predict consumer behaviour is through behavioural science. We are experts in the commercial application of cutting edge behavioural science that drives impact. Our innovative approaches are key in attracting clients who know we can answer their complex questions. We effectively build client relationships through hands-on collaboration and they respect our ability to challenge and be challenged, which means we can build fruitful long term relationships with high client retention.

"Irrational Agency has a truly unique and inspired approach to research which is refreshing in the current cluttered market. They showed how true partnership and collaboration works. I would consider Irrational Agency as true leaders in their field."

Global Head of Insight, ghd

"A great output which has produced actionable direction for a strategically and commercially significant programme."

Membership Commercial and Operations Manager, Co-Op

Employees join us because: we provide a challenging environment for somebody who is passionate about answering complex business questions. The Irrational team values the opportunity to work on projects and with methodologies that really push the limit of commercial consumer insight. Marketing and communications are well valued in the organisation and the marketing team is experimental and creative, always looking for new approaches to combine with more traditional channels. We offer flexible hybrid working and we're committed to our employees' development, preparing you for the future rather than just the now. Our collaborative and transparent working style means that everyone at Irrational Agency has a voice.

"I am constantly learning and developing skills right at the cutting edge of consumer insight. Delivering these insights is so rewarding for me because I can see first-hand, the answers these insights can provide to complex client questions and the impact my work has"

Francis Raho-Jeavons, Senior Research Executive

We're heavily involved in the broader data and insights industry, and that's important to us. Maintaining our reputation as industry leaders in behavioural science is the responsibility of everyone at Irrational Agency, and we provide ample opportunities for you to build your profile in the industry.

In the last year:

- We attended the Women In Research (Wire) summit in Paris
- We attended both the UK and US Richmond Marketing Insight Forum
- We presented with UKTV at the MRS Behavioural Science Summit
- We have been nominated as finalists for the MRS Innovation of the Year award
- We were invited to present at Yale University and ESOMAR

- We presented our award-winning project at the MRS Winners Summit with Bally's

Who are Irrational Agency?

Irrational Agency was founded in 2012 and we are currently seeing 60% growth year-on-year. We have won awards for our work and are often found speaking at industry events. Our client list is impressive, including: PepsiCo, Vodafone, Sainsbury's, Mondelez, Co-op, Sanofi and most of the work we do is international.

The business is focused on Behavioural Science and its application in research. This often means that the work has more than one stage to it, using a blend of both qualitative and quantitative research methods as well as consultancy focused workshops. We are a privately owned company. The business has grown through creative thinking and strong client management.

What to expect from Irrational Agency?

We encourage people to work to their strengths and focus on their development and growth in areas that interest them. We're committed to creating a positive, rewarding, and supportive working environment and continuously look for ways to develop this internal culture.

What is the long-term plan?

Leigh and Steph are part of a business growth consortium that meets twice a month to discuss how best to grow a business and share experiences and challenges. The business has matured beyond being just an innovative startup and is ready for the next stage in its evolution: bringing on strong senior leads in the key disciplines who can build their own teams, develop strong client relationships and want to continue delivering the most innovative approaches in the industry.

We are on track to grow again this financial year and would like to double in size by the end of 2023, by growing existing clients, converting our pipeline and developing new techniques.

Visit our website: www.irrationalagency.com

