

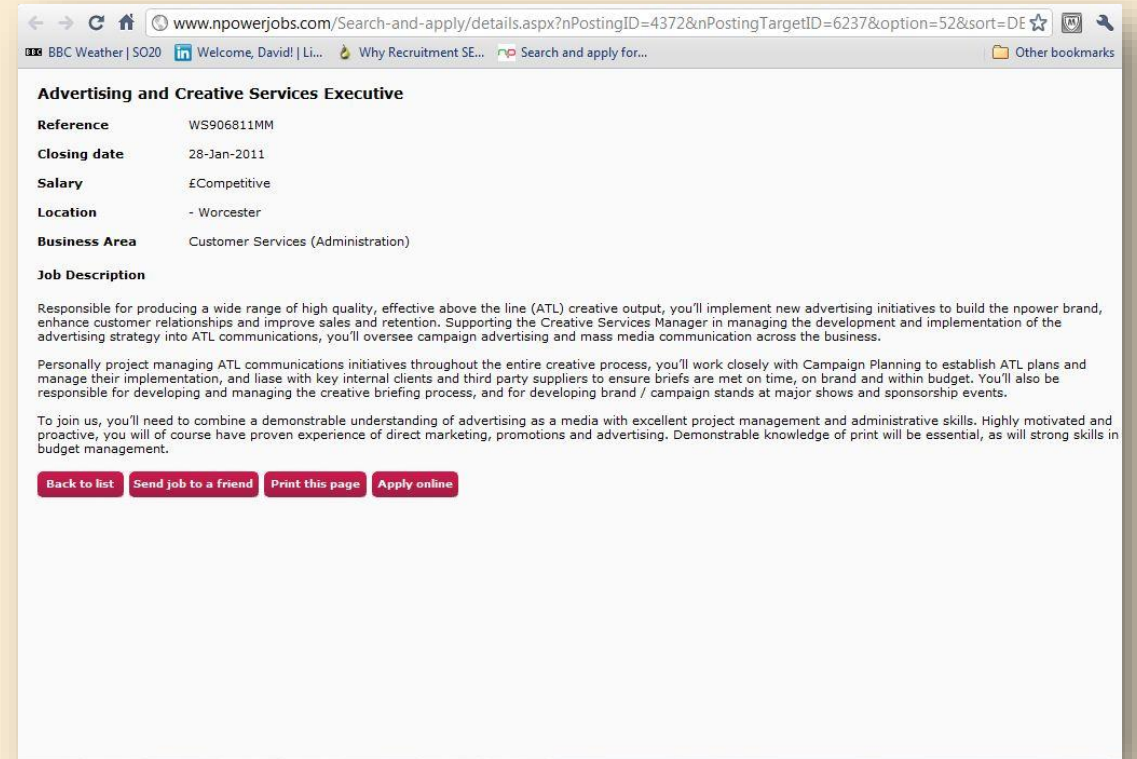
The power of your employees...
The npower journey



In the beginning...



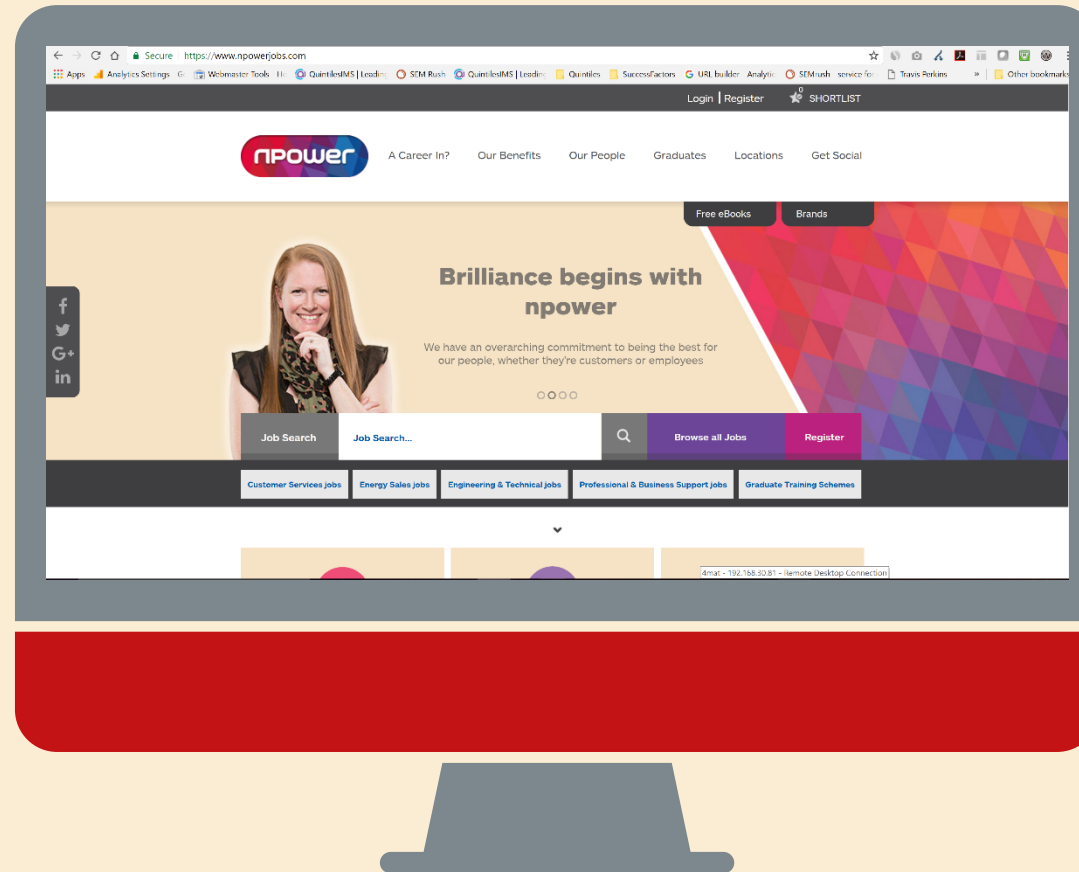
Google couldn't see any jobs





Direct Hires
8%

First a new site





Job Search = Shopping



Google friendly jobs

Secure | https://www.npowerjobs.com/job/market-research-manager-jobid-sh1354270rn_64

Google

All Images News Maps Shopping More Settings Tools

About 151,000 results (0.70 seconds)

- Market Research Jobs, vacancies in Solihull | Indeed.co.uk**
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Market Research Manager

- # Job reference: SH1354270RN_64
- Sector: Marketing
- Location: Solihull
- Closing date: 21/06/2017
- Job type: Permanent Full Time
- Salary: Up to £43,000 plus benefits

Are you a marketing professional and a research guru? If so, this is the perfect opportunity to join a supporting team and help deliver the marketing needs for npower Business Solutions.

You'll be joining a team of Marketing Experts split into many areas across the marketing mix. As part of the strategic marketing team you will be expected to contribute to and play a part in the development of our longer term business strategy, but also assisting in the development of new product development, market share and our customer satisfaction.

Working with the innovation and product team, you'll be thinking strategically about B2B plans for Business Solutions through means of Market Research applied the overall

Apply For This Role

PROFESSIONAL & BUSINESS SUPPORT
Why You're Not Getting That Second Interview

Job interviews can be tricky to
4mat 192.168.30.81 - Remote Desktop Connection

75% of Google visitors

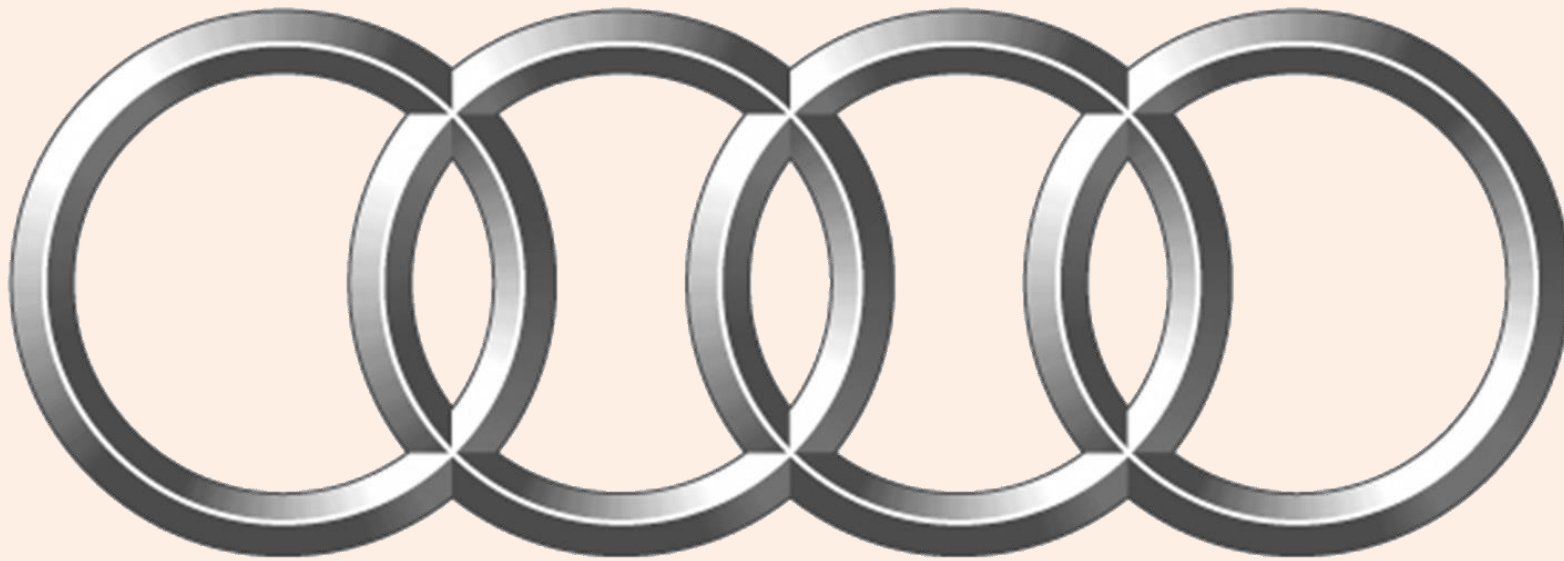
Land on an internal page



So what's the problem?

Recruiting in a Challenging Sector







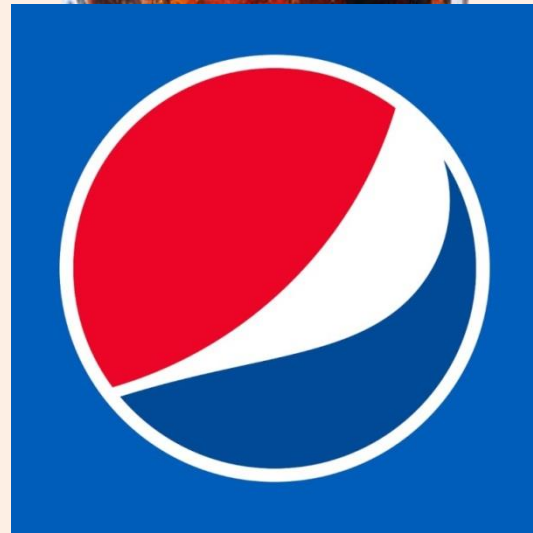
40 years of 'Vorsprung durch Technik'







JAMES BOND
007









HOW?



WHY?



Ashley Holland
Customer Services Advisor



Claire Richardson
Customer Services Advisor



Danielle Potton
Digital Transformation Lead



David Basterfield
Demand Forecasting Manager



Smart Metering

Everything you need to know about the Smart meter movement

Smart meters are set to take the UK by storm, being rolled out to every h...



Customer Services

A Day in the Life of a Customer Services Advisor at npower

A life in customer service is one that can be exciting, tiring but ultimate...



Ben
Digital Programme Manager

Engaging candidates

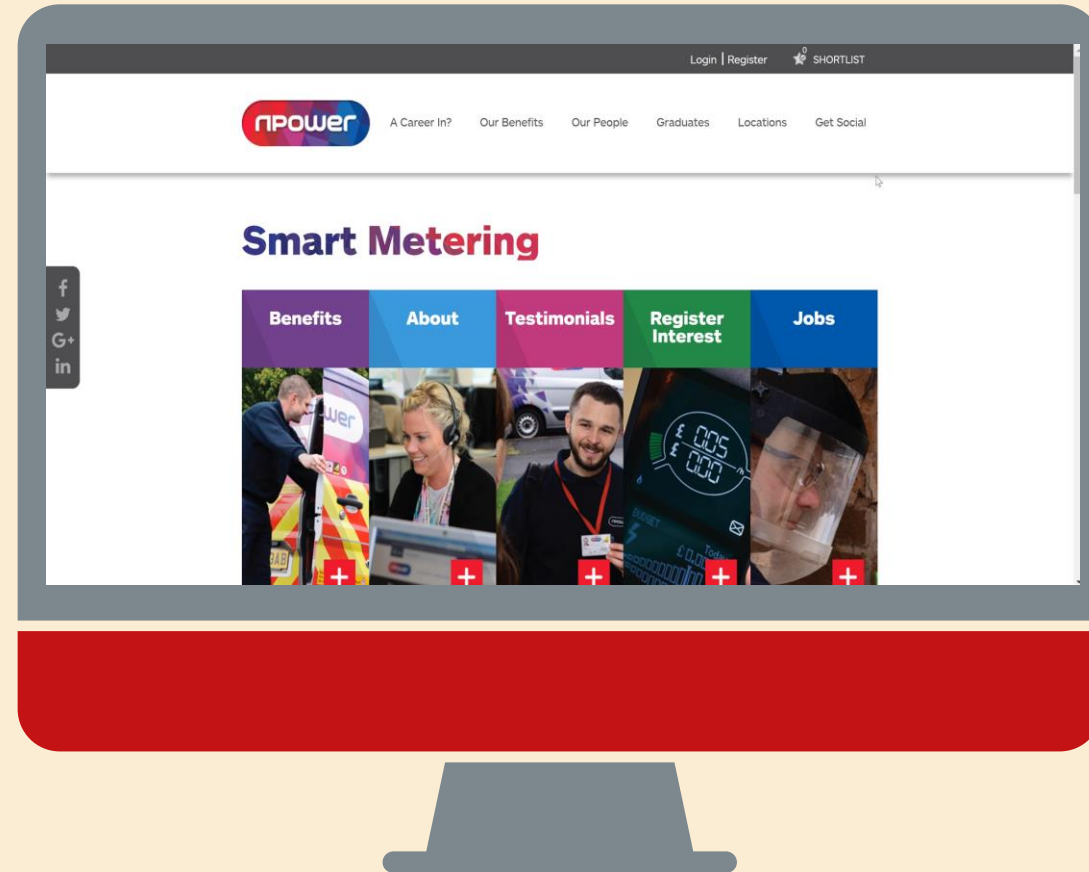
Know your audience

Find out where they hang out

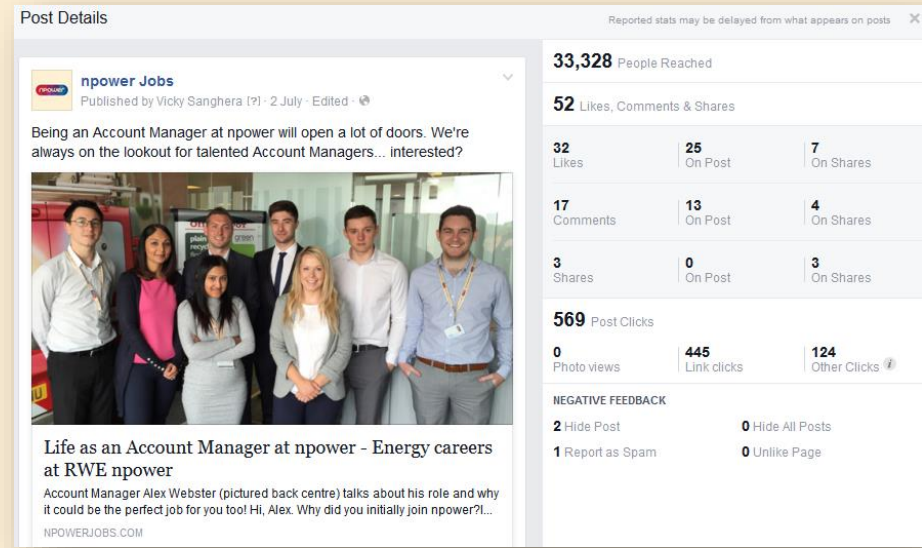
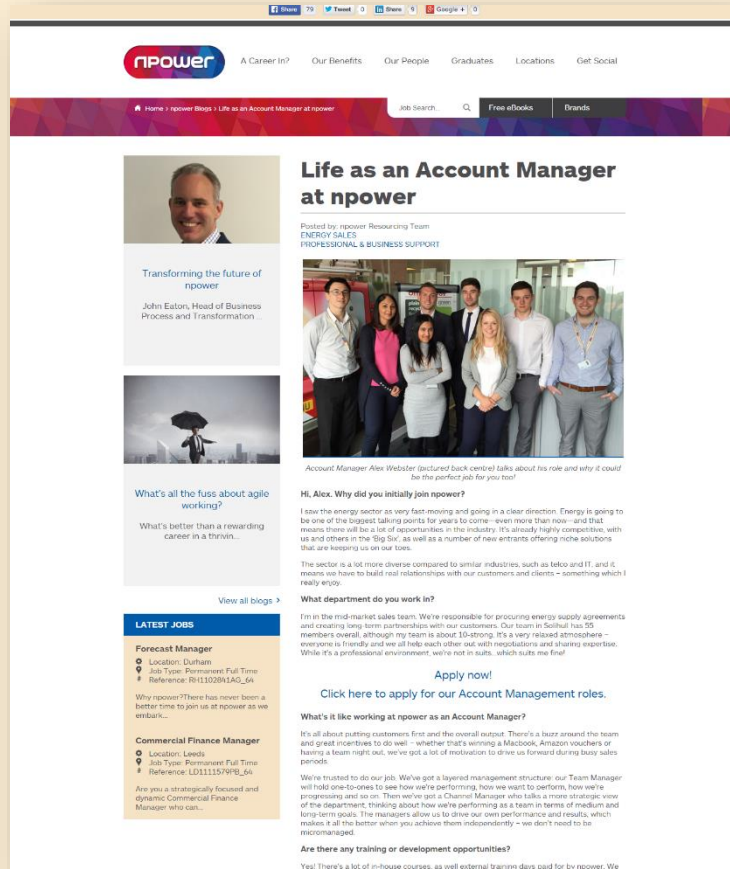
Try to make a connection

Influence them to choose you

Relevant content



Give people something to share



Social content views: Up 250%



Social conversions: Up 300%



40 – 70% Social Traffic is mobile



RESULTS?



Voice of the applicant
85%

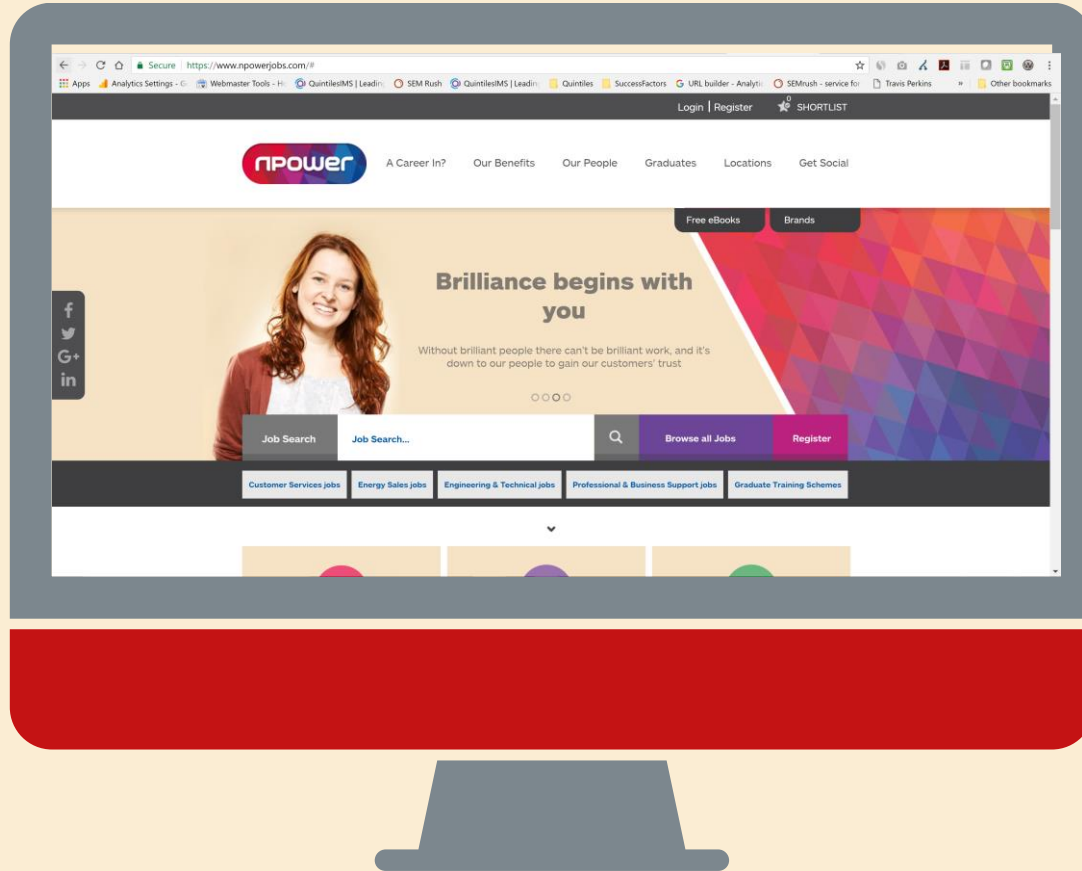


Voice of the joiner
86%



Direct Hires
90%

Career site drives hires



Annual savings
£m+

Contact us



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