



FULLER RESEARCH GROUP.

CANDIDATE PACK
MARKETING LEAD



HELLO AND THANK YOU.

Hi! Thank you for your interest in becoming part of the FRG team.

At FRG, we are all about making it possible for people to make meaningful connections, whether that be finding the right participants for research projects, providing the space for people to meet in our viewing facilities, or delivering creative research where clients can connect with their customers and gain important insights – that might just change their world!

When you come to work for us, it's obviously really important that you have the right skills, knowledge, and experience to deliver an excellent experience for our clients and participants, but it's also vital that you have the right attitude, too. We look to employ people who do the right things, at the right time and in the right way – even when no one is looking.

This pack is designed to help you get a feel for what it is like to work for us, find out what we are looking for, explain the recruitment process and help you decide whether you see yourself as part of our amazing team.

WHO WE ARE.

All of the companies involved with the Fuller Research Group serve the needs of the market research industry



As part of the Fuller Research Group, Acumen have the privilege of being affiliated with some of the most recognisable names in the research industry. Sharing the same founders and directors has enabled us to offer the full suite of services to clients through our affiliated businesses – making acumen the one stop shop for research services in the UK.



Founded in 1987 as Julie Fuller Recruitment, Research Opinions is now one of the foremost research recruiters in the UK. With a national database of willing participants for both qualitative and quantitative research there are no demographics or locations that research opinions can't cater to.



Aspect is an award-winning Viewing Facility, being shortlisted in the MRS Operations Awards in 2016 and winning in 2017. It comprises of two state-of-the-art venues in Manchester city centre and Stockport, Cheshire, providing spaces specifically designed with researchers in mind.



Founded in 2017, Full Colour Research has grown to provide specialist research services to sectors including FMCG, youth and millennial markets and leading cosmetics brands. Known for bringing research to life, Full Colour works to provide bespoke research solutions which enable actionable and meaningful results for clients.



OUR VALUES.



We are a group of smart and passionate people who genuinely want to deliver the highest levels of insight and service to our clients across research, recruitment, viewing and field. We expect the same from every person who joins the team.

We are industry leaders, always looking for the next opportunity.

We value our people. We work hard, but we love to have fun.

We support those who want to progress within our business. We support those who want to stick in a role they love. All we ask is you keep learning, shout out your ideas and be the best you can possibly be.

People First



Positively Delight



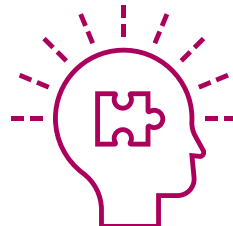
We don't stand still



Be Yourself Always



Commercially switched on



So... does that sound like you? Tell us! We want to get a sense of who you are. We're not just looking for ways you fit well into your role, we're looking for how you fit with the wider FRG team, too.



WE THINK ITS A PRETTY GREAT PLACE TO WORK. BUT DON'T JUST TAKE OUR WORD FOR IT... HERE IS WHAT OUR BRILLIANT PEOPLE HAVE TO SAY.

"I am proud to work for FRG as it is an innovative forward-thinking company who keep their staff front of mind."

"I am proud to see the support that people show to one another is second to none.

Whether it be personally or with a difficult issue at work, you know there will be someone there to help. Never underestimate this or think it happens everywhere as it doesn't."

"I am proud to work for FRG because every day we continue to move forward. We continue to learn and grow, challenge our past decisions and adapt to changes and challenges. I am excited for the future because we literally do not stand still – and I cannot wait to see where that takes us!"

"I am proud of the people, and the fact that I am given the responsibility to manage my own time and projects. I really like that it is up to me to manage how efficient I am and my day to day working."

"I am proud to work somewhere that has a really friendly and welcoming atmosphere"

"I am proud to work at FRG for the way everybody works so well together – all to ensure we deliver the best possible service to both our clients and participants"

"The quality of outcomes for clients is a source of massive pride for me.

I have confidence that what we do is the best in our field and consistently wows clients"

THE ROLE.



Marketing Lead

Business: Acumen, Aspect, Research Opinions, Full Colour, Fuller Research Group

Reports to: Chief Commercial Officer

Salary: £40K – £45K

Our Approach to Marketing

We are looking for great marketing that connects our people, clients, and participants. We want to tell our story clearly, shout about the work we do, and stand out in a competitive market. We're looking for a Marketing Lead to bring expertise and consistency in how we show up across all marketing channels.

Role Overview

As our Marketing Lead, you'll have end-to-end responsibility for marketing activity across the group. This is a hands-on role where you'll shape and deliver marketing that shows who we are, builds brand awareness, supports new business, and increases engagement with current clients and participants.

You'll work closely with Senior Leadership and our Commercial team to ensure marketing is joined up and aligned with company goals. From website content and social media to case studies, award entries, and internal comms, you'll be our in-house expert—guiding strategy and owning delivery.

Key Responsibilities

- Lead and manage all aspects of the marketing function, with responsibility for planning, delivery, and performance aligned to company goals
- Own and evolve the group's brand identity and guidelines, ensuring consistency across all platforms and materials
- Produce engaging, relevant content for use across channels including the website, social media, email newsletters, award entries, and business development materials
- Liaise with Senior Leadership and Commercial teams on specific marketing and business development initiatives
- Plan, organise and promote the company's presence at relevant events and conferences
- Monitor and report on the effectiveness of marketing activity using clear metrics and insights
- Analyse competitor marketing and industry trends to inform strategy and positioning
- Oversee and manage the marketing budget, ensuring spend is effective and aligned to priorities

- Liaise with external suppliers, freelancers, and designers as needed
- Support internal communications and employer branding in collaboration with the People Director
- Provide light-touch guidance and support to colleagues to help them build their professional presence on LinkedIn and social media

What we are looking for

We are looking for a confident all-rounder who is ready to lead marketing across a growing business. You will need a blend of strategic thinking and hands on delivery, with the ability to collaborate across teams and turn ideas into action.

- Experienced – you have worked in a marketing role with broad responsibility, ideally in a B2B or professional services environment (experience in market research is a bonus but not essential)
- A strong communicator – you write clearly and compellingly for a range of audiences and channels, and can adapt tone and messaging with ease
- Digitally confident – you are comfortable using tools like CMS platforms, email marketing software, Google Ads, and social scheduling tools (e.g. LinkedIn, Meta, Mailchimp)
- Creative but commercial – you bring fresh ideas, but also think about audience, goals and value
- Organised and proactive – you can manage multiple projects and deadlines
- Brand-minded – you understand the importance of visual identity and tone of voice in building trust and recognition
- Collaborative – you work well with people across different teams and levels
- Comfortable being the go-to expert – you're happy to own your function, make informed decisions, and seek advice or input where needed

What you get

- Salary of £40,000 – £45,000, depending on experience
- Autonomy and trust to lead marketing across the business and make your mark
- A flexible, supportive working environment
- The chance to shape the role and develop the department as the company grows
- A friendly, values-led culture where people care about doing good work and supporting each other
- Opportunities to work on varied, meaningful projects that reach clients, participants and team members
- Regular feedback, development conversations and support to grow your skills

ADDITIONAL BENEFITS.



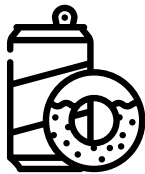
Up to 33 days
annual leave



Enhanced family
friendly leave



Company Sick Pay



Office snacks
and drinks



Healthcare
cash plan



Extra holiday for
Christmas and New Year



Personal and
professional
development sessions



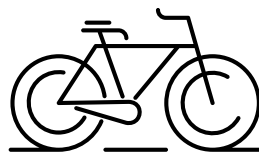
Birthday
leave



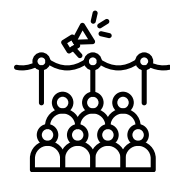
Employee
recognition and
awards



Hybrid and Flexible
Working



Cycle Scheme



Industry conferences,
events, membership and
training



Profit Share
Scheme



Moving house
leave

