



Company: Grey London

Business Area: Marketing Agency

Position Filled: Retailer Marketing Consultants - Volvo Car UK

Provided by: Kat McKinney, Business Director

Background

Grey London are an international marketing communications agency who manage Volvo Car UK's retailer marketing service.

Grey's Challenge

Grey have come to Copeland on numerous occasions to source field-based Retailer Marketing Consultants for their Volvo Car UK field marketing team. They were seeking people with experience in automotive retail marketing.

Copeland's Solution

Copeland have filled a number of vacancies for Retailer Marketing Consultants the Volvo Car UK team. We handle each job in a similar fashion. First we take a detailed brief - ensuring a thorough understanding of the candidate requirements. We then carry out in-depth searches - accessing our extensive network of automotive industry retail marketing experts. Potential candidates are fully interviewed by us before being presented to Grey London & Volvo Car UK (usually within 2 weeks of initial briefing). We then manage the interview arrangements, candidate feedback and job offer negotiations.

Feedback from Grey London

We have worked with Julia for a number of years in hiring automotive specialist field teams to work with/as one of our clients extended team. She's always provided excellent candidates, has supported us through the process, and the people we've hired through her have added a lot of value to the business. We wouldn't work with anyone else.



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Kat McKinney, Business Director, Grey London