

## CONSULTING ECONOMISTS - REDROUTE INTERNATIONAL

### **Who We Are**

RedRoute International (RRI) is a marketing effectiveness agency working with blue-chip national and international clients in a wide range of sectors including travel, financial, CPG, retail and B2B. For more than a decade we have been combining data science and market research to help our clients address issues such as optimal pricing; marketing investment strategy & tactics; Brexit implications and preparations; the business impact of indirect taxation; regulatory authority submissions; industry benchmarking; and strategic sales forecasting. As a result of our strong 2018 performance and planned growth to 2021, we need to expand our client services resources.

### **The Role**

The role of the Consultant is to be the client's trusted adviser on how to maximise the revenue benefit from their marketing strategy by developing plans that establish the optimal sector and customer segments to target; optimal pricing strategies and tactics; the optimal level of marketing investments to make and expected ROI's; and the provision of accurate revenue projections; over time horizons ranging from 1 – 30+ years ahead.

### **Key Accountabilities and Responsibilities**

To develop specific proposals, design specific projects, manage the development of insights, lead the communication of insights and build relationships with clients to deliver proven improvements in their ROI's. Full training in RRI's services and in the provision of client Consultancy is provided.

### **Working For Yourself** but not **By Yourself**

Working in conjunction with RRI directors and leadership team (all of whom have operated at the highest level within global blue-chip organisations), you will develop and maintain a personal portfolio of 3 – 5 clients with suitable Account Plans for revenue growth, typically targeting the achievement of annual revenue of £100k - £200k+ per client.

### **Our Ideal Candidate**

We are looking for candidates with knowledge of the application of economics within business and marketing strategy and/or consumer insight experience, ideally across multiple sectors and industries, especially with evidence of building business growth through identifying and supporting winning strategies. Knowledge and understanding of key concepts such as price and real income elasticities; economic growth; taxation and regulatory conditions; industrial economics; econometric modelling; buyer segmentation; and data mining would be advantageous. The person for the role also needs sufficient experience and gravitas to constructively challenge clients and become a valued strategic sparring partner to them (strategic and commercial pressures often taking immediate priority over analytical and technical niceties).

### **Remuneration**

All our Consultants are self-employed, enabling them to build a personal portfolio of clients and a level of revenue income that suits their lifestyle and ambitions. Rewards are earned via Commission income and Personal Consultancy time spent in delivering client services, with typical OTE of £70k+ pa and the benefit of building their own RRI licenced business with a potential Enterprise Value of well over £1m after 5 years.

### **Next Steps**

To find out more about our business, our expansion plans, the detailed nature of the role, and the opportunities and the benefits of working with RRI, please contact Andrew Smith, Client Services Director, at [andrew.smith@redrouteinternational.com](mailto:andrew.smith@redrouteinternational.com)