



This job description outlines some of the responsibilities a graduate may undertake on the **Marketing Graduate Programme**. These duties are not expected from day one; they reflect the skills and experience graduates will develop and demonstrate throughout the programme.

Job Overview

Location of role: Reading, London. Flexibility will be required and travel across other Centrica locations is likely.

Full time: 37 hours per week

The Marketing Graduate Programme develops future marketing professionals through a structured two-year programme consisting of three rotations, providing exposure to a variety of marketing disciplines across Centrica. Graduates will gain practical experience supporting customer engagement, brand development, campaign delivery, customer insight, product marketing and commercial growth initiatives.

Through a range of placements, graduates will develop skills in customer research, data-driven decision-making, content creation, stakeholder engagement and marketing strategy, using insight and creativity to help shape better customer experiences and support Centrica's growth ambitions.

Key Accountabilities

- Participate in placements across different marketing teams to build varied commercial and marketing experience.
- Support the planning and delivery of integrated, insight-driven marketing campaigns across multiple channels.
- Assist in creating customer-focused content, communications and assets that support brand and commercial objectives.
- Use customer, market and campaign performance data to generate insights and support decision-making.
- Help translate product and proposition strategies into clear, compelling customer messaging and marketing activity.
- Support go-to-market activity for new and evolving products, services and customer propositions.
- Contribute to customer research, audience segmentation and insight projects to better understand customer needs and behaviours.
- Help ensure marketing activity aligns with brand guidelines, messaging frameworks and customer experience principles.
- Collaborate with internal teams, agencies and external partners to deliver campaigns, partnership activity and customer communications.
- Monitor marketing performance and contribute recommendations for optimisation and continuous improvement.

Key Competencies/Core Capabilities required to perform the role

- **Customer focus** – understand customer needs and use insight to improve experiences and outcomes.
- **Commercial awareness** – recognise how marketing activity contributes to customer growth, retention and business performance.
- **Creativity and innovation** – generate ideas and approaches that improve customer engagement and marketing effectiveness.
- **Data and insight analysis** – interpret customer, market and campaign data to support recommendations and decisions.
- **Communication** – translate information into clear, engaging content and present ideas effectively to different audiences.
- **Collaboration and stakeholder management** – build positive working relationships across teams, agencies and external partners.
- **Planning and organisation** – manage priorities, timelines and activity to deliver high-quality work.
- **Adaptability and learning agility** – embrace new challenges, feedback, tools and development opportunities.

Key Stakeholders

Stakeholders will vary depending on the placement. Graduates may work with cross-functional teams including Brand, Campaigns, Customer Insight, Product, Digital, Social Media, Customer Experience, Commercial, Communications and Partnerships teams, as well as agencies, external partners and senior leaders across Centrica's business units. Engagement may take place through Microsoft Teams, email, meetings and face-to-face events.

Education and Certifications required to perform the role

- Minimum 2:1 degree, or 2:2 when combined with a Master's degree.
- No prior full-time work experience is required.
- An interest in marketing, customer experience, brand development, communications, customer insight or commercial strategy.

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