



Case studies

▼ "Supporting LCG with the strengthening their marketing department" [Click to read more](#)

Overview

- Successful advertising resulted in role being filled on time
- Harmonised marketing strategy across five divisions.

Challenge

LGC is a British independent, science-based service company providing chemical, biochemical and DNA based analysis. They are made up of five different divisions and wanted to develop their marketing function to harmonise marketing strategies across the group. Page Personnel Finance had recruited part-qualified accountants for LCG previously and so referred the available role to Michael Page Marketing.

What we did

Winning the assignment on a retained basis meant we could advertise the role to appeal to the widest group of active and passive candidates. We searched our extensive marketing database and placed adverts on michaelpage.co.uk and on marketingweek.co.uk and a full-page advert was placed in Marketing Week magazine.

Results

The head of PR and communications role was filled on time..