

# CASE STUDY



## Sharon Murrell

### Account Manager - Marketing Longhurst Group

I joined Longhurst Homes in 1996 in the customer administration team working on a temporary basis as and when required. This was ideal for me at the time as I could fit work around the needs of my small children. After a year, I was asked to cover maternity leave as Personal Assistant to Alan Whyte, then Director of Development. After the maternity cover finished, I took the role of Marketing Secretary to the Marketing Manager who at the time was part-time. My hours remained part-time in order to fit around the needs of my two children who were at primary school.

2001 saw the formation of the Longhurst Group of which I and the marketing team became a part. Demands on the team increased which led to expansion within the team. Over the next two years, I increased my hours to full-time to suit both the business and my personal needs.

The beginning of 2006 saw a department restructure to meet the marketing needs of member companies and within this, I was promoted to Account Manager. I manage one member of staff, an Account Executive, and together we look after the marketing and public relations needs for Spire Homes and Rutland.

Throughout this time, I have attended numerous marketing courses and have recently completed and passed the Oasis management course 'Leadership, Life & Learning'.

I have worked for Longhurst Group for over 10 years. Everyone here is extremely supportive, particularly when trying to address the work/home life balance. There are huge amounts of training courses available and if you want to develop your career, the opportunities and encouragement is endless.