

## BRAND EXECUTIVE

JOB REF: 0537

Our client is an established, reputable and well-known business in Cookstown who has experienced tremendous growth over the last 10 years. Providing a range of products to the construction industry throughout Europe, the company now wish to appoint a Brand Executive to join their marketing team.

### Job Purpose

The successful candidate will work with closely with the Marketing Services Manager and Brand Manager to proactively market some of the Company's leading brands.

### Responsibilities:

- Assume overall responsibility for each brand including brand identity and profile.
- Accountability for the development and delivery of the Marketing Plans.
- Coordinate all brand activity for each brand including website content/updates, PR content, Signature projects, product literature, events, advertising and promotions, e-zines and mail shots.
- Day to Day response to the marketing opportunities within the product sector.
- Ensure all product changes are communicated effectively to internal and external stakeholders
- Close liaison with key customers in the marketplace.

### Person Specification

#### Essential:

- Minimum of a 3<sup>rd</sup> level qualification in Marketing, Business Studies or related discipline.
- Minimum of 3 year's **relevant** Brand marketing experience.
- Experience in budgeting and managing a wide range of marketing services including Web, Advertising, PR, Shows, and Print.
- Strong presentation skills (oral and written).
- Flexibility to travel occasionally to interface with sales team and customers.
- Creative with energy and enthusiasm.

#### Desirable:

- Experience of working in a manufacturing/products sector.
- A professional postgraduate marketing qualification (CIM or equivalent).
- Experience in the use of CRM/ contacts databases for direct marketing.

This exciting position offers an excellent opportunity for a self-motivated individual to join a progressive company and to achieve valuable work experience. Selected candidates must be enthusiastic and be prepared to work hard!

*Contact Donna McGurk on 028 8676 0044 for a confidential chat or submit your CV via the link.*

*The Company reserves the right to vary criteria at the shortlisting stage.*

*Spectrum Employment Solutions is an equal opportunities employer and welcomes applicants from all backgrounds.*

#### **DATA PROTECTION**

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