

HEAD OF MARKETING (UK, Ireland & Europe)

JOB REF: 0570

Our client is a progressive and award-winning company supplying the Global recycling, quarrying and mining industries with innovative aggregate processing solutions.

Job Purpose

The overall purpose of this position is to develop and deliver the marketing strategy and action plans into all aspects of business within the UK & Ireland and Europe & Russia regions. The Head of Marketing will take the lead role in formulating, driving and executing successful full-mix marketing plans in line with the marketing strategy and corporate objectives. The role will involve developing and driving the sectoral and product campaigns for these strategic regions, covering overall marketing strategy to identifying new sectoral opportunities within these markets. This will comprise the development and implementation of an international marketing programme and managing day-to-day liaison with key stakeholders and other duties as requested.

The Head of Marketing will have the ability to develop and deliver marketing plans within a manufacturing environment and have excellent networking skills. This requires an understanding of the importance of a fully integrated marketing strategy as a fundamental part of the marketing plan. The role will require excellent interpersonal and social skills, oral and written presentation skills, as well as the ability to relate to a wide variety of people with different interests and needs.

Responsibilities:

- Develop and implement marketing programmes to enhance the global standing and public image of the company.
- Manage the strategic direction of marketing activities through the development and implementation of tactical plans including advertising campaigns, PR & corporate communications, trade shows, events and conferences and targeted CRM.
- Develop relationships with key publications and work in collaboration with the Head of PR & Corporate Communications, to develop plans for promoting sales and marketing activities in key specialist trade media.
- Develop a localised digital marketing strategy for the UK & Ireland and Europe & Russia regions, in conjunction with the Digital Marketing Manager and Digital Design Project Manager.

- Oversee the planning, implementation and evaluation of all events – ranging from small conferences and workshops, to large exhibitions.
- Develop relationships with key industry associations and leverage membership opportunities to raise the profile of the company within key markets/sectors.
- Define marketing collateral requirements, supervising and managing production of literature, including distribution to key decision-makers.
- Supervise activities concerned with gathering information or with the compilation of statistics pertinent to the planning, execution and evaluation of marketing plans; refining and adjusting activities, as required.
- Undertake competitor and market analysis and product and sector audits in conjunction with the Product & Sector Marketing Manager, to define product/market fit for priority sectors.
- In conjunction with the sales team, support business development plans to maximise the company's commercial potential within the sand & aggregates, mining, construction & demolition waste recycling and industrial sands markets.
- In consultation with operational managers, develop and implement targeted marketing campaigns to maximise commercial returns from aftersales through ongoing maintenance of equipment.
- Oversee the development and use of up-to-date databases to build relationships with existing and prospective customers to achieve annual revenue targets.
- Work closely with the Product & Sector Marketing Manager to provide specialist input to the market planning process, which will include the identification and communication of new market and sectoral opportunities for the company.
- Manage the section's budgets, in line with organisational policy and procedures, by projecting costs, determining necessary adjustments, reviewing expenditures and preparing written commentary on the budget and/or variations as required.
- Manage the section staff, ensuring that regular performance reviews are carried out and that staff understand how their work contributes to the organisation's performance.

Person Specification

- A relevant degree, holding or working towards a qualification awarded by the Chartered Institute of Marketing (CIM) and 5 years management experience of marketing gained ideally within a manufacturing environment.
- Experience at a senior level in a marketing role involving the management of marketing communications and market analysis.
- Experience of successfully delivering best contemporary practice in marketing and communications.
- Experience of developing and implementing full-mix marketing strategies.
- Excellent interpersonal skills, including the ability to negotiate successfully whilst maintaining a collaborative, co-operative approach.

- Proven ability in relation to maximising business potential of an organisation or activity through the development of new or existing services.
- Previous experience of applying creative and entrepreneurial thinking to marketing practice.
- Previous experience of analysing marketing activity and developing and communicating a Strategic plan through to Senior Management or Board Level.
- Experience of compiling and managing a budget for a Marketing Department to include payroll and non-payroll elements and with responsibility for cost centre management.
- The ability to recognise excellence in products or services and experience of assisting in the achievement of standards of the highest quality in delivery of services.
- Experience of managing and reporting on a number of projects running simultaneously.
- Experience of managing staff and dealing with staff with a range of people management issues.
- Successful track record in a consumer marketing role in a complex organisation (defined as multi-site, multi-disciplinary, or having experience of delivering across a range of services in a changing environment).
- Experience of developing effective systems and procedures to ensure a consistent and professional output from the work of the department.
- Proficiency in a European language (French, German or Spanish).

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.

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