

HEAD OF MARKETING

REF: 0695

Our client is a progressive and market leading business, supplying a range of products to the waste recycling sector globally. Renowned for providing high quality innovative solutions to their customers, the company now wish to recruit someone to head up the Company's marketing effort.

JOB PURPOSE

The person appointed will be a highly experienced marketing professional with a lot of passion and flair for building a strong brand globally. You will be responsible for developing and implementing the overall marketing strategy and enhancing the global standing and public image of the company. As Head of Marketing, you will assume responsibility for all marketing activities.

You'll conceive, develop and manage content and marketing programmes that get results. Copywriting will be a major focus of the role. This is very much a hands-on role where attention to detail, excellent writing and editing skills, and the ability to grasp and translate technical capabilities into benefits is crucial.

Responsibilities:

- Proactively drive and manage strategic marketing, including the management of integrated marketing campaigns involving positioning, content marketing, digital marketing and event management.
- Manage online brand and services campaigns to raise brand awareness, achieve marketing objectives and drive marketing qualified leads (MQLs).
- Develop relationships with key publications, to develop plans for promoting sales and marketing activities in key specialist trade media.
- Sales enablement - communicate the value proposition of the offering to the sales team and develop the sales tools that support the selling process of the products and services.
- Event planning including trade shows and exhibitions.
- Develop a localised digital marketing strategy for specific regions.
- Lead generation through trade shows and online marketing initiatives.
- In consultation with the Aftersales Department, develop and implement targeted marketing campaigns to maximise commercial returns from aftersales through ongoing maintenance and servicing of equipment.
- Run the day-to-day delivery and management of multiple campaigns, ensuring they are delivered on time and within budget.
- Support and liaise with internal and external stakeholders.

Essential Criteria

- 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 of developing & executing marketing strategy across different countries.
- Experience in managing digital marketing campaigns and content marketing.
- Experience using marketing automation tools.
- Experience of tracking, analysis of and reporting on performance metrics.
- Experience of researching and writing long-form content for a variety of target audiences.
- Excellent communication skills, both written and oral.
- Excellent knowledge of all social media channels and its application to business.
- The ability to multi-task, work unsupervised and prioritise own time and activities.
- Experience using a CRM such as Hubspot.
- Graphic design skills - designing brochures and promotional material.
- Website design and development - creating pages, menus, keeping website software up to date, regularly updating it and optimising for SEO.
- Ability to cultivate ideas, utilising creative writing while holding to branding and messaging direction and strategy.
- A second language would be beneficial but not essential.

Rewards:

The successful candidate will receive a highly competitive salary, pension and private health insurance.

To apply to this position, please click the link or send your CV to Donna McGurk donna@spectrumes.co.uk

Desirable criteria may be used for shortlisting. 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

SPECTRUM EMPLOYMENT SOLUTIONS comply with the General Data Protection Regulations (GDPR) and collects, processes and stores all personal data solely for the purpose of finding applicants' suitable employment opportunities. By submitting your personal details (CV) to us, you are giving us consent to process and store your data for this purpose. We only share your personal data with third party processors and with potential employers who are essential for us in providing this service.