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Marketing Manager



Recruiter	Berwick Partners
Location	East Yorkshire / Hull
Salary	Base salary of up-to circa £75,000; bonus; car; pension; health scheme
Posted	18 Sep 2015
Closes	18 Oct 2015
Ref	54966
Sector	Manufacturing
Function	Marketing
Job Type	Director
Hours	Permanent

Marketing Manager

East Yorkshire / Hull

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The Client:

Our client is a manufacturer of highly attractive and design-led 'lifestyle' products, which it supplies to customers based throughout the UK and internationally. With annual sales in excess of £100m, and 800 employees, the group is the largest manufacturer of its kind in Europe and the market leader in the UK.

The business enjoys strong brand recognition amongst its customers, who are typically located in attractive and popular leisure locations. It is regarded as a supplier of well-built, premium products – which it promotes through long-standing B2B client relationships and via distribution partners, as well as through trade shows and exhibitions. Manufacturing takes place at its head office, with modern flexible production capability and a dedicated R&D function.

The group is ambitious for growth in the UK and internationally, both in its established markets, and by using its expertise to develop innovative products for allied sectors. As a result, it is now seeking to strengthen its marketing capability with the key appointment of an Executive Marketing Manager.

The Role:

- Reporting to the CEO, you will be responsible for driving the growth of the company's brand through the development and delivery of a fully integrated marketing strategy for the business. In addition you will lead the deployment of the day-to-day activities within the marketing team that support internal communications throughout the company.
- Operating at board level you will play a key role in enhancing the company's strategic and tactical marketing capability. This will include developing and enhancing their digital marketing strategy, supporting new product launches and trade shows, bringing marketing materials design in-house, and establishing an effective approach to capturing market intelligence. In addition, you will need to assess and develop the company's Communications strategy – both external and internal, raising the profile of the business locally and nationally.
- A key part of your role will be the need to develop and strengthen your marketing team, and as part of the company's senior management team you will support the CEO by contributing to the development of the overall commercial strategy. This represents an outstanding opportunity to join a leading UK manufacturer within a role, and a business, which have significant growth potential.

The Person:

- Of graduate calibre, you will be a highly capable Marketing Manager, with experience of developing and executing effective marketing strategy within a competitive manufacturing environment. You will be hands-on and self-motivated, with the maturity and ability to set your own KPIs. Crucially, you will be driven, energetic and influential, with the confidence and communication skills to operate at board level.
- Whilst the client is open on specific sector experience, a track record within a design-led manufacturing industry would be ideal, where you may have benefited from formal training in professional marketing management techniques. First-hand knowledge of setting your own marketing budgets and having P&L responsibility would be highly advantageous.
- With strong leadership and relationship building skills you will understand how to build and develop a marketing team, and how to partner successfully with other departments – particularly sales and product development. Additional experience of having responsibility for an in-house design team, branding, and marketing communications (both internal and external) will also be important.

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