



Group Marketing Senior Executive

Job title, location, salary

Group Marketing Senior Executive. Fowlmere, UK (Group headquarters). Competitive package.

The company and the position

The Welding Alloys Group (WAG) of companies was established in 1966 and it has its headquarters near Cambridge (UK). WAG designs and manufactures a complete range of cored welding wires, automated welding equipment and provides welding solutions worldwide. Our Integra Service Centres for industrial welding applications complements our global reach.

WAG covers more than 150 countries and territories throughout a network of over 30 companies. With more than 1,000 employees and specialists in different disciplines we offer an unrivalled service across the globe.

This is a new role created following the new Group Marketing strategy and structure, in order to strengthen WAG ability to promote Group companies' products and solutions worldwide, and act as a support to WAG companies.

The job holder will be responsible for providing support to all Welding Alloys Group (WAG) companies and key industries to develop and implement the WA Group Marketing Strategy. He/She will support the build up of local marketing plans, policing that they are consistent with the Group Marketing strategy in order to help Group companies and key industries to achieve their goals and WAG's ambitious growth plans. The job holder will ensure brand consistency across the WAG and align the activities in accordance with WAG's innovation strategy and brand position.

The job holder

The job holder must have:

- Educated to degree level in a business/marketing related subject
- Previous experience within an international business to business marketing role
- Experience with brand management
- Strong understanding or proven experience of online marketing and website management
- Experience in management of exhibitions and fairs
- Excellent communication and interpersonal skills
- Fluent in English (Verbal and Written)
- Attention to detail
- Initiative, creativity (innovation) and flexible attitude are expected
- Ability to prioritise and manage projects from start to finish, meeting deadlines
- Proficient in MS Office with knowledge of Adobe creative suite
- Willingness and ability to travel to visit Group companies, industry tradeshow and customers
- Ability to work with teams in a matrix organization and minimum supervision

Ideally, you will have CIM qualification or similar, previous management experience, knowledge in various foreign languages and industry knowledge.

Equal opportunities statement

Welding Alloys Group, in accordance with the general intention of its culture, confirms its commitment to a comprehensive policy of Equal Opportunities in employment in which individuals are selected and treated on the basis of their relevant merits and abilities and are given Equal Opportunities within the organisation. The aim of this policy is to ensure that no job applicant or employee should receive less favourable treatment on any grounds not relevant to good employment practice. It is Welding Alloys' policy as an employer to treat all people equally irrespective of race, ethnic origin, sex, marital or parental status, sexual orientation, creed, disability, age or political belief.

Application procedure

For further information or to apply for the position, please send your CV to Group HR at hr@welding-alloys.com

Reference to our website.

www.welding-alloys.com

Reference number

20111212 Group Marketing Senior Executive