

External Recruitment Advertisement

Group Industrial Marketing Manager



In order to strengthen our presence globally we are currently recruiting for a Group Industrial Marketing Manager who will report directly to James Annal, our Group Managing Director. The jobholder will assist James with internal and external industrial marketing activities across the Group in order to support the Welding Alloys ambitious growth plans. The jobholder will carry out research on various aspects to ensure they clearly understand competitors, consumers and the general environment in order to help identify global opportunities. The location of the role is flexible.

If you have the experience and qualities below, have the drive and passion for take on this exciting challenge, and would like to join the Welding Alloys Group, then please send in your c.v. and covering letter as noted below.

We are looking for somebody with the following attributes:

- Degree or recognised qualification in welding engineering, metallurgy or previous relevant experience gained in Degree or postgraduate qualification in marketing, economics, or business, statistics as well as demonstrable experience working within a senior marketing role.
- Excellent interpersonal skills with an outgoing personality with the ability to build relationships with both internal and external customers
- Excellent technical, verbal and written communication skills.
- The ability to work on your own to identify new industrial marketing business opportunities.
- Commercially aware with an analytical mind and attention to detail.
- Excellent knowledge of the Welding Alloys portfolio as well as specific knowledge of the industries that WAG work within.
- Positive mental attitude, demonstrating self-motivation drive and enthusiasm.
- Passion to succeed and commitment to the Welding Alloys objectives and targets.

The Role:

- Design various industrial marketing strategies and ensure they are implemented, whilst at the same time ensuring they are beneficial in generating profit and are aligned with the Welding Alloys Group objectives.
- Design various industrial marketing programs for the Group and coordinate those activities, whether they be country, regional or Group activities.
- Analyse the efficiency of the implemented strategies & programs by evaluating their impact on customer perception, sales and market share.
- Carry out a continuous programme of competitor analysis and evaluation to enable the Group to continue to work towards and maintain a lead position in the advanced welding consumables, automated equipment for wear protection, and engineered wear solutions across the globe.
- Coordinate with the sales, marketing and research & development teams to ensure there is support and resources to fulfil requirements of the customer and to assist with plans that impact on sales growth and marketing activity within the Group.
- Participate and provide assistance to all new product launches and their releases for both external and internal markets, and stay updated with the marketing strategies of competitors.
- Coordinate with the sales team and product owners in order to ensure compliance to all needs of the customers. Partner with customers to understand their business needs and objectives and help them find solutions to meet those objectives

If you have the capability of meeting the above requirements, please send in your c.v. and your last performance review along with a covering letter to:

shirley.iron@welding-alloys.com

A full Job Description is available upon request.