

POLYPIPE BUILDING PRODUCTS VACANCY SENIOR MARKETING EXECUTIVE

An opportunity has arisen for a Senior Marketing Executive to join the team at our Broomhouse Lane site. The successful person will support the Head of Marketing & Channel Marketing Manager to develop and implement creative marketing strategies that will have a positive impact for the Polypipe brand and drive stakeholder engagement through a variety of media.

This is an exciting and varied role with exposure to the entire marketing mix and specific ownership of PR, events, charity partnerships and case studies. The Senior Marketing Executive will also assist in the creation and implementation of strategic / long-term marketing plans.

Key Duties:

- Managing Polypipe Building Products PR activity (both on and off line) across all product categories including general product PR, case studies and thought leadership initiatives). Consideration to be given to key stakeholders, relevant audiences and how to measure ROI.
- Building and maintaining relationships with media contacts (primarily trade journalists but some consumer activity on the underfloor heating side).
- Working with the PR provider to ensure all KPI's and metrics are monitored and assessed, with corrective action taken when necessary.
- Organise and attend exhibitions and events (both consumer and trade).
- Managing the production of case studies.
- Playing an active role in digital customer communications including development and sending of EDMs.
- Taking the marketing lead on all CSR activity the company chooses to participate in, including our charity partnership with Help for Heroes.
- Assisting in other duties as required.

Key Skills:

- Educated to degree level or equivalent (pref. Marketing or Business)
- CIM ideal but not essential
- A minimum of 4 years' experience in a B2B environment
- Consumer marketing experience an advantage
- Events management experience an advantage
- Self-starter – ability to work on own initiative
- Good interpersonal skills
- Strong organisational skills and ability to prioritise workload
- Attention to detail
- Good communicator, both written and verbally

Hours of work: Monday to Friday, 9.00am to 5.00pm.

However, this role will require some flexibility due to travel needs and working away from home for short periods, in return Polypipe offer a competitive salary and benefits.

Please forward your CV and Cover Letter and a brief summary outlining why you would be the right person for this role to: jason.nightingale@polypipe.com

Closing date for applications: 31st January 2019

If you are applying for this position, out of courtesy please inform your manager.

Polypipe operate an Equal Opportunities Policy