**Junior Channel Marketing Manager – Tiling**

**Full-time position, competitive salary and benefits.**

Be part of a market-leading team.

ARDEX Group consists of two integrated companies in the UK: Building Adhesives Ltd and ARDEX UK. The Group consists of the UK market-leading brands for flooring and tiling products as well as those used for General Construction & DIY. Specialising in innovative product technologies and cutting-edge service solutions, we have been trusted by industry professionals for more than 50 years.

Within our Tiling portfolio of brands (BAL, ARDEX and MUDD) we operate both multi-brand and multi-channel strategies for our division. We provide full system solutions for our nationwide retail and distribution partners as well as installers and contractors, architects and other specifiers.

Our forward-thinking and solution-orientated approach is supported by our strong UK teams including industry-leading R&D, technical and training support – as well as the benefit of being part of a global-leading Group for the wider construction sectors.

**What is the role?**

**The Junior Channel Marketing Manager – Tiling will form a pivotal role within the marketing team, operating predominantly from our Building Adhesives Ltd Head Office in Stoke-in-Trent.**

Reporting directly to the Head of Marketing, you will be supporting the marketing team with responsibility to drive new product and service developments and key marketing projects.

You will be part of a dynamic team with opportunities to develop your role and for continued progression within the company.

**What are we looking for?**

A positive, energetic marketeer who wants to develop their career. The successful candidate must obviously be able to work as part of a wider commercial team, as well as being a motivated self-starter able to initiate and lead projects.

* Able to take responsibility for delivering identified projects within the agreed marketing strategy for the brands within the UK Marketing Team for Tiling.
* Understand and develop experience to enable responsibility to lead new product development projects (research, development and launch processes; project management), to ensure an optimised and profitable product range and maintaining the brand innovation leadership.
* Lead cross-functional teams as part of the new product development process; taking products to launch; managing launch communications and reporting post-launch sales performance
* Responsibility for supporting and undertaking agreed strategic projects and deliver to deadlines and objectives with reviews and learnings developed.
* Manage and track the performance of marketing campaigns, making recommendations on their effectiveness in order to maximise revenue and market opportunities
* Regularly review the product portfolio to ensure optimum positioning, pricing and messaging against competitors
* Identify opportunities for new products, product improvements or discontinuations through market assessment and insight
* Analyse the marketplace, industry, competitors, customers, and positioning of key products, making recommendations
* Develop methods to obtain customer insight and to understand the customer journey
* Work with the wider commercial team and key distribution partners to achieve business goals
* An excellent command of the English language and communication skills.
* Understanding of the full marketing mix and multi-channel communications.
* Ability to identify target audiences and help develop campaigns that engage, inform and motivate.
* Strong analytical skills and data-driven thinking. Comfortable working with numbers, metrics and spreadsheets and the ability to understand trends and provide market and sales analysis.
* Ability to lead market research projects.
* Creative with the ability to think outside the box.
* Up-to-date with latest trends and marketing best practices and a willingness to invest in continued learning.

**Required Qualifications and Experience**

* Relevant Degree: Business Degree with marketing focus, or Marketing Degree.
* Analytical / project management skills
* Computer literate

**Additional Desirable Qualifications and Experience - Beneficial**

* CIM professional qualifications
* Some experience working in a marketing environment, preferably within similar construction sectors, may be beneficial.

**Benefits:**

* Pension Scheme
* Life Insurance (3x annual salary)
* 25 days annual leave plus bank holidays
* Annual leave sale/buy back scheme

With a competitive package available – the time has never been better to join our progressive, innovative team.

**To apply:**

If you think you have the skills and would like a new challenge, please apply in writing enclosing a current C.V. to Liz White, HR Advisor, Building Adhesives Limited, Longton Road, Trentham, Stoke-on-Trent. ST4 8JB or by e-mail to ewhite@building-adhesives.com

**The closing date for applications will be Friday 23rd 2021.**