
Wheelabrator Plus Marketing Communications Manager - Maternity Cover

Job Title:	Marketing Communications Manager, Wheelabrator Plus
Reporting To:	Vanessa Ashworth
Location:	Altrincham
Hours of work:	8.30 – 4.45 Mon-Thurs, 8.30 – 3.45 Fri
Job Type:	Maternity Cover, 9 month initial contract starting March 2012
Salary	circa £35k dependent upon experience

Role Purpose: To implement the 2012 international marketing communications strategy for Wheelabrator Plus globally, and to create the global 2013 plan working in conjunction with the Management Team and Marketing Managers in Europe, the Americas and Asia.

About Wheelabrator Plus:

Wheelabrator Plus is the after-market service, support and supply division of Wheelabrator Group. Focused entirely on providing a customer friendly solution that is affordable and profitable for our customers, the Wheelabrator Plus team offers a full range of services for all users of surface preparation equipment:

- Equipment Modernisation and upgrades
- Replacement parts and consumables
- Maintenance and service programmes
- Training

For more information visit our website www.wheelabratorplus.com

Key Duties:

The person appointed will be required to:

- Implement the 2012 marketing plan aligned to timescales and budget
- Create suitable sales supports and literature (for global use)
- Support exhibitions and promotional campaigns (for global roll-out)
- Manage strategic value creation plans
- Build the brand equity on a global basis
- Champion the brand within the organisation
- Maintain the website and CMS system
- Work with key stakeholders to create the 2013 marketing plan aligned to budget and timescales

The candidate will take on responsibility for the global marketing of Wheelabrator Plus. He/she will work with the Wheelabrator Plus global management team, and global marketing team to implement the 2012 marketing communications strategy.

The Marketing Communications Manager will be responsible for creating the 2013 marketing plan and budget for Wheelabrator Plus on an international basis, involving both external and internal communications. The candidate will be supported by the marketing team and an in-house graphic designer.

Key Skills:

The preferred candidate will be proactive and self-assertive, and will have a solid background in B2B marketing, a creative and customer-focused approach, a broad mix of marketing skills to include copy-writing, PR, creation of newsletters, campaign planning, website and CMS, exhibition organisation and should be used to dealing with PR and design agencies. The candidate should have a marketing (or similar) qualification.

Knowledge of other languages would also be beneficial in the role, but is not essential.

Please send your CV with a covering letter to apply for this role by February 10th 2012 to petrina.cartner-flynn@noricangroup.com