



MARKETING EXECUTIVE - FRADLEY

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something
GREAT
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Precision. Engineered. Through our people, products and service.

IMI Precision Engineering is a world leader in motion and fluid control technologies. Wherever precision, speed and engineering reliability are essential; we deliver exceptional solutions which improve the productivity and efficiency of our customers' equipment.

As a business, we aim to UNDERSTAND our customers' challenges. We then CONNECT our products, people and expertise in order to DELIVER exceptional service and solutions. These IMPROVE the performance of our customers' machinery. We call this Engineering GREAT, and we deliver it to customers through a world-class portfolio of high performance products, through close partnerships and problem-solving, and through a global network of support which ensures reliable local delivery, all over the world.

Engineering GREAT is our vision – help us get there

ABOUT THE ROLE OF MARKETING EXECUTIVE

Reporting to the UK Marketing Manager, the Marketing Executive takes responsibility for Brand Promotion; Lead Generation and Market Research within the UK & IRL Sales region.

The primary focus of the role is to identify and research industry segments where IMI's products and services can offer differentiation to prospective clients.

The Marketing Executive will identify the companies that operate within these segments and generate action plans for Lead Generation activity via tried and tested methods, such as Amplification, Telesales, Direct Marketing and Exhibitions.

The role requires an experienced, self motivated, individual who is prepared to travel around the region building good relationships with local sales and business development teams.

THE PERSON WE ARE LOOKING FOR MUST HAVE THE FOLLOWING ATTRIBUTES:

- Minimum 12 months experience in an Industrial Marketing/Business Development environment, including previous involvement with Research and Lead Generation.
- Adept at finding and interpreting information from a variety of sources to build up industry sector profiles.
- Strong communication skills, flexibility to undertake national and international travel in support of sales teams.
- High level of competence in IMI Precision products and Markets or the capacity/desire to rapidly develop this knowledge .
- Must have a drive for success and the skill to manage multiple tasks; prioritizing effectively so that projects are completed to deadline.
- Educated to degree standard or equivalent.

Closing date: 24 November 2017

Find out more

Please send an up-to-date CV with cover letter and current salary details to:

Claire Longdon – Human Resources Co-ordinator

Norgren Limited – Blenheim Way, Lichfield, Staffs, WS13 8SY

Telephone:- 01543 265427, internal 6427, or email – askhr@imi-precision.com

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