

Industrial Marketing Mailer

The wider industrial sector in the North East has experienced average annual growth rates in excess of 6% during the last two years. Bolstered by the region's high performing oil and gas, engineering construction industries, this growth is likely to continue until 2016 at least. While there is a lot of emphasis placed on the shortage of engineering and technical talent to help facilitate industrial sector expansion, marketing and communications skills are also vitally important. These skills, covering everything from strategic market analysis to digital design, will increasingly be sought after over the next few years by industrial companies seeking to gain a commercial advantage.

Below is a selection of profiles of specialist marketing candidates, currently seeking new opportunities. If you would like further details about any of these individuals or a confidential discussion about your recruitment needs, please don't hesitate to contact Elaine Tulip-Johnson on +44 (0)191 269 0713 or at elaine.tulip-johnson@nigelwright.com.

Marketing Campaigns Manager

Salary: £30,000

Marketing campaigns professional; achieved an improvement in product sales of 10% by developing, designing and launching a campaign to distributors and end users.

Duties Include:

- Produce marketing communications plans;
- Produce designs for POS and sales brochures;
- Market research on key messaging;
- Internal and external campaign creation and management.

Communications Project Manager

Salary: £25,000

International Marketing graduate with varied marketing experience, from end to end campaign management, to large scale events.

Duties Include:

- Campaign management;
- New product launches;
- Corporate identity and branding;
- Managed external PR and creative agencies.

Digital Marketing Executive

Salary: £24,000

Digital marketing executive; is responsible for implementing and coordinating global online presence.

Duties include:

- Project managed design, development and launch of the web and mobile site;
- Integrated social media platforms into the online marketing strategy;
- Provide PPC, SEO and web support;
- Implementing global external email campaigns.

Marketing Manager

Salary c£50k

Marketing graduate with over ten years experience in B2B marketing within the industrial sector; strong focus on the energy sector, commercially focused with excellent experience working within project driven organisations.

Duties include:

- Development of fully integrated annual marketing strategy, including setting and managing budgets;
- Responsible for website development and rebranding;
- Lead generation through direct and digital marketing campaigns;
- Development of market intelligence for sales team;
- Management of all internal and external communications.

Market Development Manager

C £55k

Experienced CIM professional; extensive expertise in the development and implementation of marketing led strategies within highly complex organisations across the UK and Europe. Excellent commercial acumen and well versed in leading teams, delivering marketing and sales led initiatives to budget and on time.

Duties include:

- Leading the development of new applications, addressing future customer and market needs;
- Experienced in the development and launch of new products from research, assessing the market potential, product profitability, product development and launch;
- Used to influencing across wide stakeholder groups on a UK and European scale;
- Capable of developing and delivering technical presentations.

Market / Strategy Analyst

C£60k

Engineering graduate with MBA and extensive international strategy experience within the industrial sector.

- Development and implementation of business plans for diverse target sectors, Energy, Water, Food and Drink, Transport and Waste;
- Identifying growth opportunities and customer needs within target markets and advising / influencing commercial teams to target the right customers;
- Strong insight and data management skills, experience evaluating market and geographic segments to identify untapped business opportunities;
- Successful in engaging with key senior stakeholders internally and externally.