

Marketing Lead

GLENFIELD INVICTA

Glenfield Invicta (part of the AVK Group of companies) is a world renowned and market leading company offering complete solutions for Dams, Reservoir, Hydropower and Environmental Water Control.

Glenfield Invicta have been designing and manufacturing specialist engineered valves and penstocks for more than 160 years. From 'concept to completion', we provide market leading valve and penstock engineering excellence, across a multitude of water and non-water infrastructure projects.

We have a vacancy for a Marketing Lead to join our UK Marketing team, based in our flagship facility in Staveley, Derbyshire, reporting to Head of Marketing.

The main purpose of the role is to assist in delivering our marketing mission of:

Attract, Convert, Retain

You will assist in driving our strategy to become the "go to hub" for technical support and information in our chosen segments, with responsibility for increasing the number of visitors to our website by further developing and growing our impact through social media and other state of the art communications. You should be familiar with modern tools and have excellent knowledge of organic promotion through multi-channel attribution.

The primary tasks include, but are not limited to:-

1. Implement marketing and advertising campaigns preparing marketing and advertising strategies, plans and objectives.
2. Champion the use of CRM tool for marketing campaigns and to drive customer engagement across the business.
3. Develop and maintain the company's comms and active social media feeds, increasing social media presence to grow inbound traffic.
4. Work closely with our Business Development Managers to expand traffic through quality content using the latest distribution techniques.
5. Collect, track and analyse marketing and commercial data to develop insights and make recommendations for ongoing optimisation.
6. Event Management for our new Kilmarnock Academy, overseeing and organising events that will make an impact on the target audience.
7. To create design work for internal and external distribution; digital and print, whilst complying to the Brand Guidelines.



The AVK UK group of companies is part of the globally renowned AVK group who are based in over 90 countries and known as one of the leading innovators and manufacturers of high-quality valves and fittings for the water, wastewater and gas industries worldwide.

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Qualifications and skills:

The successful candidate will have a Bachelor's or Master's degree in Marketing or a related field. Ideally with 1-2 years' experience in a similar role and will be able to demonstrate their capability.

If you want to join a progressive and successful organisation and you are looking to kickstart your Marketing career, then we would like to meet you.

A full job description can be obtained from Abbie – HR Generalist. Written applications including a full C.V. should be sent to Abbie by 13th October 2020.

Please apply in writing, including full C.V. to:

Abbie Bailey – HR Assistant
AVK UK Ltd
Colliery Close
Ireland Industrial Estate
Staveley, Chesterfield
S43 3FH
Email: careers@avkuk.co.uk



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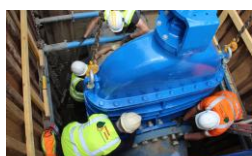
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Job Title: Marketing Lead	Department: Marketing – Glenfield Invicta
Reporting to: Head of Marketing	Responsible for: N/A
Other Working Relationships: Internal: Project Sales Managers, BDM's, Sister company suppliers, Group Marketing and Group Branding. External: Customers, Suppliers of marketing materials.	
Main Purpose of the job: To assist in delivering our marketing mission of Attract Convert Retain , which drives our strategy to become the “go to hub” for technical support and information in our chosen segments. This role embraces all elements of marketing, with focus in particular on further developing and growing our impact through social media and other state of the art communications media, to attract customers to our digital marketing platform, in addition, you will also provide data and analysis to improve our understanding of customers, competitors, sectors, and product performance to optimise marketing and sales opportunities and activities.	

Responsibilities/Duties

- Develop and implement marketing campaigns to deliver an integrated multi-channel approach to attract the highest volume of visitors to our Digital Marketing (DM) platform from our chosen markets, using Social Media (SM) and comms methods.
- Provide high quality marketing-related copy to brief and to time, for output media channels, printed, digital, SM, presentations etc.
- Work with the CRM and Insight Analyst to create CRM dashboards which measure bookings and turnover analysis by market segment, geography and product type, in addition to marketing measurements for continual improvement.
- Provide lead generation management and measurement for long term future projects and support the development of customer engagement through the use of the CRM system.
- Provide event management and marketing support including media output with third party industry input for the new Kilmarnock Academy.
- Work closely with relevant stakeholders, to create email campaigns and offline tools with clear campaign objectives and KPI's
- Provide local input across opportunities, market share, competitor analysis and customer satisfaction.
- Maintain and create internal and external documentation.
- Provide signed-off content to external print and media companies, supplied in relevant formats to the appropriate quality levels, as required.
- Assist in creating, organising and setting-up exhibitions, as required.
- Assist in the coordination of information between CRM, ERP, DM, and SM platforms in order to optimise our targeting of campaigns and any measurement and reporting thereof.
- Ensure full conformance to company and ISO procedures and group branding rules in all materials.
- Adhere to health and safety regulations, and requirements relating to care of equipment and ensure you show regard for people.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.



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	Essential	Desirable	Identified by
Qualifications	Bachelor's or master's degree in marketing or a related field.	+2 years' proven marketing experience in the B2B industry.	Application form CV
Skills/Attributes	Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate. Demonstrable experience leading and managing SEO/SEM, email, comms, social media and display advertising campaigns. Can demonstrate analytical ability to create, manage and report on marketing/commercial information and performance. Experience in graphic design. Outstanding verbal and written communication skills.	Evidence of successful campaign creation and management. Evidence of graphic design.	CV Interview References
Knowledge	Excellent knowledge of both offline and online marketing principles. Commercially astute.	Adobe Suite Dynamics 365.	Interview References
Relevant Experience	2+ years in B2B type business. Creating, managing and presenting data analysis with recommendations to senior stakeholders, and on internal /external market activity.	Able to prove where their activity has resulted in a significant upturn in business.	Interview CV
Personal Qualities	Right first-time approach Professional Finisher Creative Articulate Analytical Hands-on approach Excellent organisational skills		Interview References
Appearance/ Disposition	Smart Friendly Authoritative Confident		Interview
Circumstances	Driving license required.	Reasonable commutable distance.	Interview



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