

# A good job is not hardie to find.

Become part of the James Hardie Europe GmbH success story. **Your Partner in Growth.**

We are the global market leader in fibre gypsum and fibre cement solutions with the fermacell® and James Hardie brands. With our ground-breaking innovations we change the way Europe builds. We are setting new standards in areas such as lean manufacturing, demand creation and implementing our push-pull strategy. Every day, our fantastic team combines the creative spirit of a start-up with the power of a global market leader.

To strengthen our team, we are looking for a

## Product Marketing Manager (m/f/d)

**Full-time** role at our office in **Sutton Coldfield**, UK Head Office.

### Your tasks

- Local implementation of standardised EU marketing programs for key growth products (lead generation, brochures, Point of Sale systems, dealer marketing, trade shows)
- Responsibility for implementation of the annual marketing plan
- Driving online and offline marketing matters for UK marketing measures
- Creation of social media channels and content management
- Lead generation programs including social media campaigns and lead to sale follow up hand in hand with commercial team (qualifying leads and supporting follow up activities by sales team)
- Overseeing website implementation and improvement
- Roll-out of standardised EU-wide communication measures within the market in coordination with central marketing and in compliance with brand guidelines as well as legal requirements
- Monitoring and optimisation of local marketing activities and research of the local market to recognize potentials
- Management of external partners and agencies including budget alignment
- Collaborating closely with the commercial sales team to understand target markets needs and behaviours

## You are...

- **smart?** You have a qualification in Marketing, Business or related field including 3+ years of experience in marketing or sales, ideally in a B2B context. Experience with marketing to architects and specifiers is a plus as well as the ability to understand technical product aspects. You have an affinity for data-driven marketing and processes including digital campaigns and sales tools (e.g. Salesforce). In addition to that you have advanced skills with the standard features of personal computer word processing and marketing software.
- **driven?** Standing still is a foreign word for you. You enjoy working in fast-paced environments. Additionally you are proactive, agile, focused and very reactive. You've got a highly motivated mindset as well as the ability to set the right priorities quickly – and also adjust them.
- **real?** You have strong interpersonal communication skills with the ability to cooperate well with others to effectively coordinate activities and accomplish goals – always in a team-oriented and collaborative way. Commitment to the culture, vision, mission and values are natural for you.



## What we offer

- A dynamic environment in a global growth company
- Continuous, individual development opportunities
- The freedom to participate in processes, projects and system development
- Various benefits such as learning tool (master plan)
- 24 days holiday per annum + bank holidays
- Pension plan
- iPhone & Dell laptop

## Curious?

Then become part of James Hardie. We are only strong together as a team. Diverse people drive innovation and growth. We are interested in what people think, regardless of culture, background, or personal belief. We are looking forward to getting in touch with you.

Jetzt bewerben

## Contact

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