

# VACANCY

## Product Marketing Executive

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### THE ROLE

We are an award-winning manufacturing company based in Trafford Park, Manchester and are currently looking to recruit a creative and innovative Product Marketing Executive to join a newly established marketing team.

As Product Marketing Executive, collaboration with multiple teams across the Tenmat business is key and will often include the different business units, the R&D department, operations and senior executives, and you will frequently be required to present new products and engaging documents that tell the story of our products for various marketing channels.

The role will have a crucial focus on gaining insight into customer needs and experiences, analysing data, surveys and customer interviews to help us obtain insight into customer product usage and untapped opportunities.

### ABOUT YOU

You will be a commercially aware marketing professional with strong copywriting and design skills to produce engaging marketing materials for both print and online, ideally have international experience and a good knowledge of manufacturing industries. You will be creative and innovative, willing to drive new product generation in industrial and building material applications.

We are looking for someone who is outgoing, driven, proactive, structured and a team player, who will contribute to the development of the company's values by being collaborative, open-minded, resourceful, and entrepreneurial.

### YOUR RESPONSIBILITIES

As our strategically minded Product Marketing Executive, you will be responsible for planning and participating in the launch of new products, following products from concept to market and will build on product messaging that sets new products apart from others in the market.

We need you to communicate the vision and value of new products to our sales teams, working with them to develop tools that facilitate the selling process.

Using excellent communication skills, you will be inquisitive in your research into customer use of products, opportunities, and buyer personas, using market research data to establish product pricing and competitor offerings.

You will also exercise your creativity by developing brand-new content such as case studies, videos, website copy and blog posts

## **WHAT WE OFFER**

We will offer you a competitive salary, 25 days' annual leave (plus bank holidays), defined pension contribution scheme, BUPA private healthcare, life assurance, non-contractual company bonus, flexible and homeworking opportunities and more!

## **TO APPLY**

To find out more information about this opportunity and to apply, please submit your CV to April Stevens, HR Officer, by emailing [april.stevens@tenmat.com](mailto:april.stevens@tenmat.com) detailing your current salary and notice period.