



VACANCY

Brother U.K. Ltd.

Job Title: End User Marketing Manager

Reporting to: Kelly Grundy

Department: Market Development

Salary: Competitive

We are pleased to announce that we have an exceptional opportunity for an accomplished marketing professional to join our Marketing development team.

Based at the UK sales office in Manchester, you will be supporting an external sales team covering accounts nationwide. As such, you must be prepared for occasional travel across the country to attend business meetings and customer visits

You will have knowledge of a channel business model and a marketing background, with the ability to manage consistent and timely communications.

You will have good networking skills with a customer focus. You will be creative with the ability to come up with new and unique ideas.

A key responsibility will be to drive the development and delivery of lead generation campaigns, sales and marketing tools, content and promotions enabling our partners to successfully sell BUK products and solutions.

Main Objective

Working alongside the Market Development Manager the End User Marketing Manager at Brother UK will be responsible for planning and implementing end user facing marketing programs designed to increase product sales, brand exposure, and market share with various channel partner & end user accounts.

Main Duties

This role requires that you possess the ability to work with a broader team of sales and marketing personnel for strategic planning and tactical implementation.

- Develop and manage lead generation activities to help drive new end user business with clear ROI.
- Responsible for the planning and scheduling of all lead generation campaigns, in conjunction with the internal sales teams.

- Using external and internal business insight, develop specific marketing propositions for Public Sector and Commercial audiences.
- Take the new Managed Print Service (MPS) strategy and develop into a full marketing plan, with focus on acquiring new MPS customers.
- Work with Market Development Manager to create a clear understanding of the identified strategic verticals and Brothers' propositions within each.
- Develop vertical focused campaign strategies aligned to the identified strategic areas.
- Drive a targeted management strategy - relationship management and development is a key part of this role, including end user specific governing bodies (NEPA etc).
- Build key stakeholder relationships with senior sales managers to align sales targets and marketing development planning and resources.
- Execution of national marketing campaigns and corporate market development strategy into relevant channels in a consistent and timely manner with clear KPI's.
- Assist the Market Development Manager in the identification and nurturing of new markets with new and existing Brother products.
- Ensure timely and consistent communications to end users of key Brother messaging around campaigns, promotions, product messaging and marketing collateral.
- Monitor channel performance and recommend actions based on results.
- Budget management to support lead generation and MPS category

Essentials

- Good project management skills.
- Well organised with the ability to work to tight deadlines and budgets.
- Online & Offline Lead generation experience.
- Able to work on own initiative.
- Good networking skills with a customer focus.

Desirables

- B2B/IT services experience.
- CIM Qualifications.

This is a fantastic opportunity and interested candidates should email a detailed CV to Recruitment@brother.co.uk

Closing date: Closing Date 4th August 2015