



VACANCY
Brother International Europe Ltd.

Job Title	Supplies Marketing Coordinator
Reporting to:	Andrea Welch, Supplies Marketing Manager
Dept:	Supplies Strategy Group, P&S
Salary:	Competitive

We are seeking an exceptional individual who is an enthusiastic, confident professional to join our Supplies Strategy team for the post of **Supplies Marketing Coordinator**, providing Product Marketing expertise for Inkjet & Laser Supplies.

Developing and coordinating our Supplies Marketing function from our European head office, based in Manchester, you will support the European sales offices with Supplies Marketing materials as well as getting involved in anti-counterfeit marketing activity. You must be organised, strategic and analytical and be able to make recommendations from analysing 3rd party and competitor activity. You will also be creative and have an eye for detail.

You will need to support your designated countries with their action plans through regular meetings and be available to travel within Europe to visit the European Sales Offices when required.

Objectives

- To provide effective Marketing support for Global Team Brother, enabling the Company's "At Your Side" ethos.
- To prepare supplies marketing materials.
- To provide support for supplies marketing activity to increase sales of genuine ink & toner.
- Monitor and analyse competitor and 3rd party supplies activity and make recommendations.

Main Tasks

- To support and plan supplies marketing activity across Europe.
- Develop and evaluate marketing messages and concepts to help drive traffic to and improve the Creative Centre (an online resource where customers can download and print business and family templates).
- Manage the Creative Centre back end system (Site Core platform) to upload new templates and modify the web site.
- Train and support the sales office about using the system.
- Analyse competitor activity to create positioning strategies and highlight marketing opportunities.

- Analyse supplies research to effectively identify and target segments of customers and create targeted marketing messages to educate about the benefits of genuine supplies
- Liaise with the Global Headquarters to help inform them about project progress and inform them of any relevant market information.

Essential duties and Responsibilities

Global - Supporting “Global Team Brother” with marketing expertise.

Regional – Providing effective and timely marketing support to the Brother European network.

Company – Supporting BIE departments and management through the Marketing function.

Department - Supporting members of the Supplies Marketing department and contributing to departmental activities.

Research & Analysis - Undertaking market research and analysis within relevant Brother markets.

Benchmarking – Carrying out benchmarking activities related to Brother products and service

Requirements

Essential

- Degree level qualification in relevant field.
- Demonstrate knowledge and experience of Marketing Strategy and Analysis.
- An understanding of Integrated Multi channel marketing experience.
- Experience of liaising with agencies.

Desirable

- Experience within a high technology marketplace
- Experience working with different cultures and markets
- Extra European language(s) desirable
- Insight into user experience and best practice
- Experience using Site Core Platform
- A minimum of 2 years experience in a Marketing role.

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

CLOSING DATE: 21st October 2014