

# Job Vacancy

Realise the next step  
of your career

## Marketing Executive

POSITION TYPE: Full time, permanent

LOCATION: Ipswich, Suffolk



# Introduction

## Your privacy

Bauder treats personal data collected while managing your job application in accordance with our Data Protection Policy. Information about how your data is used and the basis for processing your data is provided in our Job Applicant Privacy Notice, this is published to our website within the [Careers Section](#) or available upon request from the [HR Department](#).

## About us

Bauder is a leading international manufacturer of building construction materials for flat roofs. We provide our clients with a complete technical roofing solution and package from inception to completion, to meet their every requirement. Our service is centred upon our dedication to provide a waterproofing system that fully understands all the individual issues of any project and fully responds to the needs of the client.

Our flat roof systems are designed to provide a high quality, single source solution for every application and client need. Whether green roofing to bitumen membrane, and from hot melt to cold liquid applied, right through to BauderSOLAR PV panels, giving energy for sustainability.

Bauder flat roofs represent an industry leading commitment to deliver technologically advanced roofing products, which meet the diverse needs of the roofing industry in terms of budget, performance and function of the highest quality. The Bauder name is synonymous for quality, design and service.

Our people focused culture originates from a strong family ethos and the belief that our success is determined through our people, who are at the very heart of what we do.

## Fit to team and skillset drives our success

We place great attention to detail on recruiting the right person, team fit is as important to us as skillset and people join us for a career and not just a job. We have fun whilst we work and reward, recognise and develop the capabilities of our people. The commitment from all our people undoubtedly drives the high levels of business performance and success enjoyed today.

*'you work with friends not colleagues' (Area Technical Sales Manager)*

*'the Company really looks after you as a person' (Technical Administrator)*

*'there is a strong commitment to employees and sense of trust and fairness' (Manager)*

Would you like to be part of an extremely successful, team spirited business, with a motivated people driven culture? A business which focuses upon building your career, supporting and encouraging your development and fostering autonomy, ownership and accountability. We offer a highly competitive remuneration package and lifecycle of benefits, designed to protect you and your family. Our accolades validate our employer credentials, we are the first in our sector to be awarded the prestigious Investors in People Platinum award and are proud to be one of the highest IIP accredited organisations in the UK.

Bauder is an Equal Opportunities employer

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# Job Specification

April 2024-V1

## Objective:

Reporting to the Marketing Manager, you will be required to create and deliver across all aspects of the marketing mix and PR programmes. This challenging role requires a self-motivated team player, with a can-do attitude, who works well in an extremely busy environment. You should be professional, articulate and possess excellent written and verbal communication skills combined with the confidence to deal with people at all levels, both internally and externally.

You must be able to demonstrate a strong record of achievement in successfully developing, improving, and implementing all forms of marketing programmes and platforms, collateral materials and content-driven marketing.

## Outline of main responsibilities:

Work alongside the Marketing Manager to:

- Work with a full understanding of the importance of maintaining the corporate brand.
- Create and deliver marketing activities in accordance with the company marketing plan.
- Deliver all forms of marketing campaigns, measure effectiveness and propose improvements based on outcomes and associated metrics.
- Plan and deliver physical and digital exhibitions and events programmes.
- Deliver social media across all B2B platforms (LinkedIn, Twitter etc); plan, schedule and copywrite content.
- Script and produce printed and digital materials.
- Liaise with internal experts to generate accurate industry and thought leadership technical content.
- Assist in the delivery of PR programmes to match the company marketing focuses.
- Work with creative agencies, designers, suppliers, and providers to maintain the corporate brand within their deliverables.
- Work with the marketing team in the development of collateral and content for presentations, videos, and other multi-media activities.
- Liaise with the external sales team and product development managers to identify projects and products suitable for external and internal promotion.
- Input, import, maintain client contact data gained from marketing activities within the CRM database (Salesforce) to deliver clarity, integrity and consistency of data.

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## Vital professional expertise:

- A minimum of three years' experience in a PR and marketing role.
- Proven experience in maintaining and delivering marketing and PR strategies to meet company objectives.
- Advanced knowledge of platforms and applications such as Photoshop, PowerPoint, and video editing software.

## Key attributes:

- Ability to work to deadlines and respond well under pressure.
- Excellent communicator in both verbal and written mediums.
- Highly creative mind.
- Lateral thinker.
- Motivational approach.
- Organised and methodical with diligence and attention to detail.
- Proactive self-starter.
- Professional and diplomatic.
- Commercial awareness.

## Relationships:

Engage with multiple stakeholders throughout the business, working to proactively establish and maintain effective working team relationships throughout all departments, with the emphasis upon:

- External sales team.
- Research and development managers.
- Business development managers.
- External specifiers of roofing systems.

## Desirable:

- Working knowledge of Adobe Creative Suite.
- Salesforce CRM.
- Educated to a degree level or equivalent.
- Ability to understand information of a highly technical nature.
- Construction industry experience.

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## ***Duncan Ayres, marketing manager***

*Let me share an insight into the role with you; but first, let me tell you a little bit about Bauder and what our clients expect from us.*

*When it comes to marketing communications, Bauder sets the bar and leads the way in the roofing sector of the construction industry. You'll be joining a fast-paced environment, and every day will be different from the last, so you'll need to be on your toes. Attention to detail and maintaining a high standard throughout will be paramount.*

*Working alongside myself, you'll be involved in gaining an insight into what our competitors are doing and identifying opportunities, to help maximise our exposure across the construction industry and building refurbishment sector.*

*Your main responsibilities will be to maintain a high level of communication and information with new and existing clients through a multi-channel approach.*

*Fitting into a team environment is key, you'll need to be a team player working alongside a direct marketing team of three and a wider department of eight.*

*One last thing, we work hard but also have fun too, creating a great work-life balance, so if the above excites you and you want to be part of a fast-paced, successful team that sets the benchmark for others to aspire to, then I would very much like to hear from you.*

This job specification is non-exhaustive and subject to change as the Company deems necessary

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**Reducing the use of materials**



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