

# Career Opportunity

**Job Title:** EMEA Product Marketing Manager, Sustainability

**Vacancy Ref:** 10/233

**Dept:** EMEA Business Development

**Location:** Milton Keynes

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## Job Purpose:

This maternity cover role is due to run for 12 months, starting in December 2010

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## Key Result / Areas:

- Champion for key product areas – Environmental Management, Energy Reduction and Management, Sustainable Events and Responsible Sourcing of Construction Products
    - Development and maintenance of strategic marketing plans for assigned products
    - Define and refine value proposition for assigned products
    - Spread best practice
  - Supporting sales
    - Driving lead generation through the development of strategic marketing campaigns, and tracking results to inform future plans
    - Create content for the execution of these campaigns. Examples include brochures, case studies, website copy, PR, eShots, etc
    - Produce sales tools – presentations, webinars, proposals etc
    - Product training for sales, admin and client managers
    - Deliver presentations at events, to customers and industry groups
    - Major bid support, and support during specific client visits
  - Relationships with key stakeholders
    - Create opportunities with trade bodies and other centres of influence
    - Develop and maintain relationships with relevant product specialists in UK & global teams
    - Manage relationships with strategic partners
  - New product development
    - Manage the product to market process
    - Influence global product R&D, and involvement in global product launches. Then localising them to meet individual market needs
    - Managing UK product launches, and providing support for local launches across EMEA
    - Create 2nd party schemes and supply-chain opportunities
    - Agreement of local pricing for products
    - Pilot testing
    - Consider the impact on (and opportunity with) other areas of the business – e.g. training
  - Market knowledge
    - Develop and share knowledge on the industry sector and market
    - Monitor competition
  - Produce product budgets and forecasts
  - Report to management on product status
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## Candidate Spec:

- Educated to degree level or equivalent professional standard
- Good understanding of the industry sectors and market(s) being addressed
- Experience of BSI management system standards, certification and training
- An understanding and working knowledge of marketing and product management
- With proven experience in either product marketing management or marketing communications
- Able to travel within the UK when needed
- Strong management skills. An ability to support the development of other members of the team and internal customers
- Strategic clarity of thought and general commercial knowledge
- Strong written and verbal communication skills
- Creative thinking
- Team player: the ability to work with and influence colleagues at all levels
- Good analytical skills and statistical ability to enable interpretation of quantitative data
- “Hands on” attitude to business
- Ability to listen/understanding client needs
- Project management and planning skills
- Customer focused
- Questioning / seeks information
- Organised / anticipating
- Authoritative / an ambassador – able to become highly knowledgeable about assigned products
- Solutions orientated
- Credible / bright / self-motivated / enthusiastic

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**Contact: Please forward CV with brief covering letter to: [bsi.personnel@bsigroup.com](mailto:bsi.personnel@bsigroup.com)**

If an internal candidate, please advise your manager of your interest in this opportunity.

**Display until: Ongoing**

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