



<b>Job Title:</b>	<b>Product Marketing Specialist, UK</b>
<b>Salary range:</b>	c£30,000
<b>Reporting To:</b>	Marketing Manager, UK
<b>Line Reports:</b>	N/A
<b>Location:</b>	Work from home with regular travel for meetings: South/South-East/M4 corridor
<b>Contract:</b>	Permanent
<b>Working Hours:</b>	Full time, 37.5 hours p.w.

### **Who we are**

Toupret is a leading brand in fillers for painters and decorators, building and construction professionals and DIY enthusiasts. The business was established in France in 1938 and remains a family-owned business, with a commercial head office, manufacturing plants and warehouse close to Paris.

In France, Toupret is the benchmark brand for designing and manufacturing the most expert and innovative solutions in both powder and ready-to-use fillers, supporting professionals and guaranteed long lasting solutions to improve wall finishes. The company leads the French market with high quality products and user-driven innovations.

Toupret was introduced to the UK 20 years ago, with a UK commercial office in the South East, providing products to large and small Building and Painting & Decorating merchants as well as some distribution in DIY channels.

### **What we do**

Toupret UK has embarked on an ambitious growth plan to grow the filler market for professional customers and grow Toupret sales in all sectors, channels and geographies. We also plan to grow our DIY business by launching new ranges focused on the DIY end user.

Toupret's marketing activity has expanded quickly to support these ambitious business objectives, to grow Toupret brand awareness and brand loyalty among professionals and DIYers, and to support our growing key accounts and end-users on a day-to-day basis.

We are doing this through several key marketing activities: We are implementing a whole new category plan for the professional market in April 2021. Alongside this, we are implementing a complete rebrand of Toupret: new logo, new graphics and imagery, clear and explicit brand values. In addition, we are planning and developing end-user insight-driven DIY propositions for launch later in 2021.

## **Role purpose**

Reporting to the Marketing Manager, the Product Marketing Specialist will work across many functions to champion the product needs of end customers and, in doing so, to support the business's growth targets. Key interfaces are with customers, the French product marketing team, sales team, operations team, outside suppliers and industry bodies.

The Product Marketing Specialist is responsible for developing, delivering and owning product and technical resources to facilitate marketing and community-based activities that drive the marketing plan. Acting as Toupret UK's champion for end-user's product needs in the professional and DIY sectors, the purpose of the role is to:

- Provide product training materials and event management support to the sales team and the Category Manager.
- Deliver product and technical content to be used for educational and marketing purposes across marketing channels.
- Own UK product data integrity: managing, updating and communicating to the organisation.
- Respond to incoming end-user product and technical support queries and coordinate with other functions to resolve questions and issues where necessary.
- Work cross-functionally to identify and implement UK product compliance requirements.

## **Who we are looking for**

This role will suit someone who is keen to get on board with a small but growing and dynamic business. To succeed, you will need to be a practical, dynamic self-starter with high degree of initiative, positive attitude and a 'hands-on' mindset. We are looking for a people-person who is excited by the opportunity to be the 'voice of the customer', but also has a keen interest in learning and communicating the technical side of the product. A high degree of interpersonal and influencing skills at all levels of the business are also essential.

You should have degree in marketing, business or a technical subject and experience in a product-focussed marketing team and/or experience in the DIY, Building & Construction or Painting & Decorating sectors (min. 2 years).

Some knowledge of the French language, written and spoken, (or an interest in learning this) would be an advantage.

## **What it's like to work at Toupret**

We are a small but rapidly growing team. 2021 is shaping up to be the biggest and most exciting year in Toupret UK's history. Day to day life is fast paced but varied and exciting. Our approach is to always be flexible and adaptable; looking for the next opportunity and we enjoy turning our hand to the latest new challenge.

We are on the move, both literally and figuratively. In 2020 we have been mainly working from home with a small office in Croydon, but in 2021 we plan move to a new office for those that wish to be office based, enabling a flexible choice of working from home or in the office, or a mixture of both.

**How to apply**

If you're ready for your next fast-paced challenge, we look forward to hearing from you.

To apply, please submit an up-to-date CV and covering letter, including a supporting statement of no more than 1 A4 page, outlining your suitability for the role according to the Person Specification criteria, using the online application form. Only applications with a cover letter will be considered.

**Closing date:** 28 January 2021  
**Interviews:** w/c 15 February 2021

Toupret is committed to equal opportunities and values diversity in its workforce.

No agencies please.