



Description of Role

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

JOB PURPOSE:

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.

JOB CONTEXT:

The Product Marketing Specialist is a new role that will support the Marketing Manager by working 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, UK sales team, operations team, outside suppliers and industry bodies. The role requires a high degree of interpersonal skills and influencing skills at all levels of the business, as well as a practical, hands on mindset.

MAIN RESPONSIBILITIES AND TASKS:

1 Key account and customer training and events

- Develop and manage training materials and programmes to support the Category Manager and the sales team in key account events and end user shows and training events.

2 Technical and product content development

- Develop product-specific and technical marcoms content (both new and adapting existing) for use as customer communication tools on the website, in social media and in printed materials.
- Support the PR team, other agencies, and the sales team in developing content for ad-hoc publicity and promotional opportunities.

3 Product data integrity

- Act as owner of UK product data (product codes, descriptions, supply chain information, product images, packaging artwork files, etc.) ensuring ongoing integrity of information.
- Work with the product team in France and access product databases.
- Organise key customer product data requests.

4 Customer technical & quality support

- Manage and respond to incoming customer queries (by phone, email, web queries, social media) on questions including product selection, technical advice and where to buy. Where necessary, coordinate with the sales team, operations, supply chain and manufacturing team to provide appropriate responses in a timely and professional manner.
- Manage quality issues raised by UK customers. Communicate across functions in the UK and France to ensure issues are understood and resolved.

5 UK compliance

- Be the champion of UK product compliance issues (quality, safety, sustainability, legal, packaging, etc.) affecting the sectors we operate in.
- Work with external regulatory bodies and internal cross-functional teams to promote the implementation of Toupret UK's compliance requirements to support the business needs.

This is a description of the job as it is presently constituted. It is the practice of Toupret to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. It is Toupret's aim to reach agreement on changes, but if agreement is not possible, Toupret reserves the right to insist on changes to your job description, after consultation with you.

PERSON SPECIFICATION:

Essential qualifications & experience

- Degree (or equivalent) in marketing or a business or technical subject
- Experience in a product-focussed marketing team and/or experience in the DIY, Building & Construction or Painting & Decorating sectors (minimum 2 years)

Essential skills, knowledge and abilities

- Well-developed interpersonal skills and ability to influence at all levels of the business
- Excellent phone manner and ability to engage with account customers and end users
- Strong written communication and literacy skills and interest in taking on some light copywriting
- Good level of competence in Microsoft Office applications, especially Excel and PowerPoint
- The ability to work with website and social media content management applications
- A proven ability to take and retain ownership and personal responsibility
- Possesses good attention to detail
- An interest in the technical side of product and the capacity to find, research and report on technical and legal product information

Personal qualities & circumstances

- Practical, dynamic self-starter with a demonstrable high degree of drive and initiative
- Projects a positive attitude and a 'can do' mindset
- Able to demonstrate a strong work ethic
- Displays a professional and credible manner
- Based South/South-East/M4 corridor
- Able to work from home in a suitable home-office environment
- Able to travel to internal and supplier meetings, customer events, etc.
- Able to travel to head office in France occasionally

Desirable skills, knowledge and experience

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