

Do you have a passion for Marketing?

McCloskey International is looking for a Marketing Manager (Maternity Cover) to Grow Our Team!

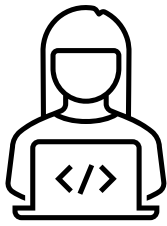
McCloskey International leads the screening and crushing industry with a complete line of equipment including: crushers, vibrating screeners, trommels and stacking conveyors. Built with power and durability as standards, every product is field-tested before being deployed in a wide range of industries around the world. We currently operate across 3 manufacturing sites in Northern Ireland and we continue to grow our market share.

Job Summary

Reporting to the Sales Director, the Marketing Manager will be responsible for identifying and developing marketing efforts and promote the entire McCloskey range across all divisions along with supporting the organization so we can grow our markets through innovative marketing programs, materials and tools.

Job Duties

- Create a marketing strategy to include all McCloskey products from all divisions at a global level.
- Oversee the development and execution of an optimal mix of global marketing communication initiatives including product launches, tradeshow, campaigns, social media presence, company website, public relations, internal communications and corporate events.
- Plan and design promotional literature, outsourcing where required.
- Establish, own and drive a strategic internal and external communications strategy that ensures understanding, engagement and commitment of employees and customers.
- Assist in the planning and execution of all international trade shows and exhibitions.
- Coordinate and manage corporate events and dinners.
- In line with the Sales team, create marketing strategies in identified global markets which are cost effective and attractive.
- Communicate all relevant information to the Dealer Network and act as a point of contact for supplying and distributing marketing communications.
- Manage brand delivery and consistency across all markets for all product ranges.
- Execute strategic planning including corporate positioning and competitive analysis.
- Help extend product lifecycles by strengthening product line names and reputation.
- Manage and provide direction for the Marketing team in support of business operations.



- Motivates, develops and coaches departmental staff to ensure best performance at all times.
- Responsible for agreeing and monitoring performance targets in line with efficiency rates.
- Maintain good relationships with clients and suppliers.
- Implements best practices processes and procedures for the Marketing Department at a global level.
- Demonstrate continuous specialist development, acquiring and refining skills and expertise in new or related areas through undertaking and encourage internal or external development activity.
- Assess and evaluate training needs of direct reports, ensure training and development needs are met within departmental plans.
- Complete any special projects as required. May be assigned to other areas of Operations, based on business or customer requirements.

Job Requirements

The successful applicant must demonstrate the following to apply for the role:

- Third Level degree in Marketing or related discipline along with membership of professional body advantageous
- Experience of People management and Leadership in a Marketing Role
- A track record of Strategic planning and implementation of Marketing Initiatives to support a business
- A proven track record in managing successful marketing projects and teams
- Experience in organizing trade shows
- Strong organization and planning Skills
- Proficient in digital marketing technologies, including email programs and virtual meetings/webinars.
- Excellent communication skills with experience of coaching and influencing others along with strong presentation skills.
- Willingness to travel to multiple sites across the globe
- Experience within an Engineering environment advantageous.

Due to the current COVID 19 restrictions please do not visit any of our sites in person to request an application form. If you wish to be considered for this new opportunity and wish to be a part of a dynamic and international organization then please send your CV and cover letter detailing your suitability for the post by email application_uk@mccloskeyinternational.co.uk or call us on 028 8774 0926 for more information.

We are an equal opportunities employer