

Job Description

Position: Marketing & Communications Manager

Reporting to: Chief Strategy & Marketing Officer **Responsible for: Marketing team**

Purpose / Role:

The Marketing & Communications Manager will professionally and efficiently manage and coordinate SMD's marketing projects, in line with organisational objectives. Acting as a custodian of the SMD brand, the Marketing & Communications Manager works to ensure that internal and external representations accurately reflect the company identity. As champion of the core value of "In Partnership with Customers", this role supports the business units in understanding market and customer expectations and measuring performance against these.

The role carries responsibility for the management and promotion of the SMD brand, market analysis and intelligence research, and product marketing in support of the business streams; and PR and communications both internally and externally. Typical activities include organising events and trade shows, arranging press releases, working with external agencies to design and produce promotional materials, and developing market intelligence, analysis and insights to support in the strategy and business development planning processes.

Key Aims and Objectives –

1. Manage the consistent presentation of the SMD brand to the marketplace by employing a range of channels / media including print and digital, advertising, trade shows and press;
2. Develop and implement marketing plans for SMD group and business streams, working with senior managers and directors to grow a strategic perspective which incorporates market intelligence and analysis;
3. Work with SMD sales and business stream managers to develop relevant and distinctive product marketing campaigns;
4. Work with R&D and the business streams to ensure that the voice of the customer is captured in the development of product and technology roadmaps, and that these reflect actual and anticipated market requirements;
5. Establish and maintain a professional network with contacts in SMD customers and stakeholders such as industry bodies and trade associations;
6. Establish and manage the marketing budget on an annual basis.
7. Manage internal and external communications, including group public media relationship, customer survey and engagement programmes on behalf of the business units.
8. Establish and maintain market intelligence and research process for all SMD existing business and new business to support market strategy and business development.



Prime Role and Duties

- Use all elements of the 'marketing mix' to manage presentation of the SMD brand and products;
- Ensure all marketing output is of the highest possible quality;
- Provide oversight of the organisation's online marketing Monitor consumer and market trends and create new marketing campaigns in line with competitor activity; coordinate and manage these marketing campaigns and analyse and report on the results;
- Identify market intelligence and data sources, and generate practical analysis and insights to support the business units and strategy development process;
- Provide oversight of marketing content, imagery, advice, guidance and creative input for all departments at SMD;
- Manage SMD advertising and media campaigns;
- Organise and maintain PR Accounts, and liaise with new PR contacts;
- Communicate, maintain SMD PR with CRRC group policies and requirements.
- Supervise SMD's presentation at trade events, conferences and exhibitions;
- Participate in press meetings, product launches and writing press releases;
- Manage press and media activities such as news visits, interviews and filming at SMD facilities, giving consideration to relevant health & safety requirements, customer confidentiality and related issues;
- Manage the marketing budget;
- Manage the marketing team


Allied Occasional Duties


Represent SMD in corporate events, trade shows and marketing conferences.

Key Internal Interfaces

Sales, HR, HSE, R&D, New business team, Executive Team

Core Competences

- Marketing and sales administrative experience;
 - Numerical and data-driven market analysis;
 - Excellent writing skills, ranging from simple business emails and memos to crafting marketing messaging;
 - Excellent verbal communication skills;
 - Ability to work proficiently under pressure and to tight deadlines;
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- Computer proficiency with Microsoft Office;
 - Holds a relevant qualification in the in the area of media, communication or marketing.