



Head of Marketing

South East

£-Excellent

Site based and working with the functional Director to develop and implement the marketing strategy for the commercial development of my client's trade waste business. This customer/client facing role will work closely with the Logistics and Sales teams to analyse market data and develop a strategy to market/target directly a broad range of customers across the full range of offerings within the business. Your main duties – principle responsibilities will be but not limited to; Develop a marketing led strategy to deliver revenue growth for the trade waste business, using analysis of a broad range of clients and customers; Using market driven data analyse gaps in the geographical areas in which the business operates, identifying clients and customers providing a direct marketing strategy to engage with this broad base of local private and public sector businesses: Partner with the logistics and finance team to review revenue streams and target advertising and marketing strategies: Present to the board on as required to ensure engagement and sign off is given for strategic direction of marketing-based activities; Develop a full marketing team (either internal or with the use of agency support) to ensure marketing is an essential part of how the business deliver growth ; Set clear KPI's to measure effectiveness of marketing strategies and campaigns, presenting this clearly to the sales and logistics teams as well as the board ; Analyse the markets where they operate across the group and develop a strategy for market saturation for the company brand. In order to be considered for this role you will have; A Degree in Marketing or comparable work experience; Strong digital marketing experience; Proven experience of commercial marketing working in partnership with sales and operational teams; Able to demonstrate successful strategies of building customer knowledge within given sector and delivery of revenue growth; Waste/Recycling or similar industry experience is desirable; Team Player; Strategic Decision maker; Excellent presentation skills.

For full details, please email a copy of your CV to rebecca@candovergreen.com quoting job ref: RB2729

