



Marketing and Communications Specialist - Furniture Solutions

Based in Ross-on-Wye, Herefordshire or Irlam, Manchester

REHAU is the premium worldwide brand for polymer-based innovations and systems in construction, automotive and industry. From furniture to windows to aircraft, you encounter our systems every day, without noticing them. While they may be invisible, their benefits are always around us. More than 20,000 employees at 170 locations worldwide apply their expertise and innovative capabilities to ensure the continuous growth of our independent privately-held company. REHAU is the place to build a career, so why not join our team and contact us today!

Your role

Responsible for executing marketing/digital activities as assigned based on key initiatives, goals and strategies of REHAU UK. Ensure that all activities are in alignment with the corporate guidelines and provide the support needed to deliver successful implementation of the marketing plans for the Furniture Solutions Division in the UK and Scandinavia.

- Understanding the marketing communications requirements for the Furniture Solutions division.
- Campaign planning and activation with clear KPI and monitoring.
- Manage the media strategy in collaboration with key stakeholders. (i.e. Head of Division/Head of MARCOM).
- Coordination of marketing material production aligned to Global campaign.
- Manage the email, social media, websites.
- Propose, plan and deliver external events and trade shows.
- Provide trade-marketing support for customers of the division.
- Research and understand the market (customers, competitors, internal and external stakeholders) to inform educated marketing decisions.
- Oversee market research insights and translate them into marketing strategies.
- Work with the EMEA Marketing team to create best practices and benchmark projects.
- Manage marketing spend to ensure all activities are within agreed budgets.

Your profile

- Marketing or similar qualification is preferred.
- A strong level of experience within a similar marketing role and environment.
- Great command of digital marketing.
- The ability to take a both a strategic overview and a hands-on approach.
- Similar level of marketing experience is preferred.
- Experience working within the B2B Industrial sector is preferred.

Interested?

Please send your CV to recruitment@rehau.com

www.rehau.uk/careers

