



Job Specification

Position	Group Head of Marketing
Reporting to	Group Managing Director
The Company	<p>Brigade is at the pinnacle of commercial vehicle road safety... a founder and innovator of sensing and monitoring systems that have helped save thousands of lives across the globe over the last 45 years.</p> <p>Whilst our technology has been copied, our commitment to vehicle safety, providing outstanding, trusted products – and our dedicated team of experts – can't be.</p> <p>We invest in people as well as technology and everyone in the Brigade family understands the life changing significance of our products and services and the importance of selecting, fitting and servicing outstanding systems – that work in the most demanding situations.</p> <p>We will recruit the highest calibre people to ensure that they can impart knowledge to customers to help them with their challenges... and we will always seek to innovate and bring new products to market.</p> <p>The Brigade Group is headquartered in the UK and includes 8 subsidiaries in Europe and North America plus a global network of distributors that sell, service and support its products and services.</p>
Purpose of Role	<p>Great opportunity for a top-level B2B marketer with exceptional ability and marketing skills to join a dynamic and fast growing multi-national company and further develop its marketing strategy, taking it to another level.</p> <p>Reporting directly to the Managing Director, you will join the top management team and play a leading role in formulating the Group's strategic plans.</p> <p>You will lead, mentor and line manage the Marketing Services Manager and work closely with subsidiary managers/marketing personnel. You will also lead; mentor and line manage the Head of Product Management and the Fleet Services Development Manager.</p> <p>You will have overall responsibility and accountability for global marketing of the company's products.</p>

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	<p>You will need the ability to inspire and engage others in an overall marketing strategy for the Group and in developing and delivering operational marketing plans in all countries in which we have a direct presence.</p>
<p>Key Attributes:</p>	<p>The successful candidate:</p> <ul style="list-style-type: none"> • Will be able to demonstrate a comprehensive and keen understanding and successful application of the principles and practices of marketing, traditional and digital, in a B2B environment. • Will have excellent communication skills and the energy and dynamism required to lead and inspire teams to deliver against their targets. • Ideally will have also gained sales experience working at senior level in a global B2B organisation with a strong technical focus and will be able to demonstrate success in bringing sales and marketing strategies together for maximum effectiveness. • Will display clarity of thought, excellent communication skills and be a commercially focussed leader. • Will have an innovative and pioneering streak, as well as an analytical approach, using a combination of these to identify opportunities for growth. • Will have a thirst for growth, and a keen eye on pace. <p>The ability to form effective working relationships throughout the business will be critical, especially in delivering the internationalisation of marketing plans and materials. be able to achieve results through others.</p>
<p>Key Tasks, but not limited to</p>	<p>The successful candidate will be a member of the top Management Team and will be accountable for:</p> <ul style="list-style-type: none"> • Brigade Group’s overall marketing strategy, from inception to execution, across the business. • Protection, development, and leverage of the trust that has been built up in the Brigade brand and the values and promises that it represents. • Indirectly leading and managing (matrix dotted line reporting) subsidiaries’ marketing personnel in the formulation and execution of multi-faceted annual marketing plans that exploit country-specific opportunities in line with Group strategy and business goals. • Market research, analysis, and data • Creating and implementing timely marketing audits and plans

	<ul style="list-style-type: none"> • Champion the development, introduction and use of marketing and other tools and systems that improve marketing efficiency and effectiveness. • Developing positive relationships with key clients/customers around the world. • Representing the business at conferences and trade fairs, including presentations and public speaking as required. • Acting as a spokesperson for the Company when required • Participating in annual business strategy review and planning. • Reporting to the Board on marketing performance and related matters • Seeking out and helping develop business opportunities in target markets. • Identifying new applications and/or new product development opportunities. • Reporting to senior management and Directors/the Board on marketing performance and related matters <p>Coach and oversee UK and overseas team members in timely development, writing and execution of ‘joined up’ marketing and sales plans to:</p> <ol style="list-style-type: none"> a) Meet Group targets for sales and profitability. b) Maximise sales opportunities in industry sectors and customer groups (market segments) identified as targets in the company’s strategic business plan. c) Maximise sales by product group and achieve targets by product group and/or specific product(s) <p>Take responsibility for:</p> <ol style="list-style-type: none"> a) Ensuring that marketing personnel have a sound understanding of: <ol style="list-style-type: none"> (i) the functional, operational and performance aspects of the company’s products – and what this means in terms of marketable features, benefits, and competitive advantage. (ii) recommended applications for each of the company’s main products. b) Overseeing the timely implementation of planned marketing activities c) Championing the maintenance of accurate and up-to-date records of customer interactions and progress through the sales process/pipeline via the company’s CRM system d) Using the CRM system for both automated and manual marketing activity and campaigns, with a focus on producing quality leads for our sales teams. e) Encouraging flair in campaign and marketing design, aiming for exciting and attractive content to pique interest and drive the brand forward.
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	<ul style="list-style-type: none">f) Kick starting sales of all newly released products to meet or exceed sales levels forecast in the Business Case for these.g) Using market surveys, research, and data analysis to inform strategic decisions and identify strengths, weaknesses and opportunities.h) Identifying and developing new markets for the company's products in existing territories.i) Playing a leading part in New Product Development proposals and plans, based on market demand, feedback, and research.
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Person Specification

Essential	Desirable
<p>Education & Training</p> <p>1 1. Marketing degree or IDM/CIM Diploma 2 English language GCSE grade 7 or above (or equivalent) Maths GCSE grade 7 or above (or equivalent)</p>	<p>Business/Management qualification e.g. MBA or equivalent</p>
<p>Experience and Skills</p> <p>1 A sound understanding of marketing principles and practices and the ability to demonstrate success in bringing sales and marketing together for maximum effectiveness. 2 Good understanding of both digital marketing and inbound strategies as well as more traditional channels 3 Demonstrable experience managing all digital channels (Web, landing pages, email, social media) 4 Fluent in all digital marketing platforms 5 At least 10 years proven business to business marketing experience, leading a team to produce top quality communications and build the brand. 6 Experience in managing and developing teams, both remotely and office-based staff of all abilities 7 Strong project management skills 8 Successful use by self and team of a recognised CRM system. 9 Excel – Intermediate or above 10 PowerPoint – Intermediate or above</p>	<p>Understanding of commercial vehicle electronic systems market</p> <p>Previous experience as a Board Director</p> <p>Previously run or managed a business.</p>
<p>Personality and Motivation</p>	

<ol style="list-style-type: none"> 1. Self-motivated and takes responsibility for own work. 2. Ability to work to targets. 3. Ability to work to tight deadlines. 4. Ability to prioritise tasks and flexibility to multi-task. 5. Demonstrates initiative, enthusiasm, and a positive approach. 	
<p>Interpersonal Skills</p> <ol style="list-style-type: none"> 1 Excellent communication skills with the ability to express oneself easily with customers, management and colleagues. 2 Confident presenter to internal and external audiences 3 Inspires trust and respect. 4 Helpful and approachable 	
<p>Communication & language skills</p> <ol style="list-style-type: none"> 1 Excellent command of the English language, both written and spoken 	<p>Additional languages would be advantageous</p>
<p>Other requirements</p> <ol style="list-style-type: none"> 1. Innate time manager 2. Able to work flexible hours as required. 3. Able to travel on a national and international basis as required. 4. Is in possession of a full UK driving license. 	