



## Job Specification

<b>Position</b>	Group Product Marketing Lead
<b>Reporting to</b>	Group Marketing Services Manager
<b>The Company</b>	<p>Brigade Electronics, established in 1976, is at the pinnacle of commercial vehicle and mobile plant safety. A founder and innovator of sensing and monitoring systems that have helped save countless lives across the globe for over forty years. Whilst our portfolio can be emulated, our commitment to vehicle safety, our reliable, trusted products and our dedicated team of experts, cannot. We invest in people as well as technology. Everyone in the Brigade family understands the life-changing significance of the products and service we provide and the importance of outstanding systems that work in the most demanding of situations. The Brigade Group organisation is based in the UK and has subsidiary companies in the USA, Canada, Germany, France, Italy, The Netherlands, and Poland, and selling in to over 80 countries world-wide via our National Distributor network.</p>
<b>Purpose of Role</b>	<p>This is a senior position within the Group Marketing team. With a global remit to deliver creative and 'stand out' product launches, your role will be critical in driving Brigade to become the supplier of choice in our markets.</p> <p>Working in a dynamic environment, you will be responsible for launching innovative product and service solutions that incorporate the latest AI camera systems, advanced vehicle to vehicle radar, predictive ultrasonics and a full video telematics offering.</p> <p>Working closely with the Product Managers, you will develop an in-depth view of our customers and markets by attending global events and visiting some of our key customers. By understanding our position in the markets we serve and our customers' perceptions of our offerings, you will identify key opportunities for development and growth to drive our business forward at a global level.</p> <p>Armed with this insight you will be responsible for creating go-to-market execution plans and campaigns, translating product capabilities into features, benefits, and value propositions for customers.</p>

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<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>• Work closely with the product management team to deliver high impact products launches and updates</li> <li>• Build a deep understanding of product knowledge, market requirements with the product management team to develop the product roadmap</li> <li>• Travelling to visit customers, from small distributors to global market players, to identify key opportunities for market growth by sector and regions</li> <li>• Generation of product launch packs for subsidiaries and sales teams, including; internal training collateral and product presentations</li> <li>• Work with our agency and group marketing team members to deliver product related marketing materials such as adverts, landing pages, case studies etc</li> <li>• Report on the success of product launches, incorporating feedback from product managers and subsidiaries and their customers.</li> <li>• Work with product managers to understand the competitive landscape and customer requirements</li> </ul>
<b>Person Specification</b>	<ul style="list-style-type: none"> <li>• Proven relevant experience in a previous product marketing role in B2B or B2C</li> <li>• Degree in Marketing or similar qualification required.</li> <li>• Excellent communication, critical/analytic thinking, relationship building (internal and external stakeholders), and interpersonal skills.</li> <li>• Ability to grasp and translate technical capabilities into customer benefits.</li> <li>• Enthusiastic and go-getter attitude, driven.</li> <li>• Ability to work in a multicultural team with members from all around the globe.</li> <li>• Creative and innovative mindset.</li> </ul>