



## Job Description

**Job title:** Market Development Manager

**Location:** Reading or Havant

**Department:** Marketing

**Reports to:** Marketing Group Manager

### Main Purpose of Job

Grow Snell's brand and market profile by developing and delivering compelling market messages through all marketing channels

### Main Functions & Responsibilities

- Establish and drive Snell's strategic PR agenda including regular reporting, reviews and analysis of the agreed PR agency
- To develop Snell's brand and market profile in all areas by working with the marketing team, product management, and other internal Snell functions to ensure our marketing is on message and resonates with customers and the industry as a whole.
- Work with the marketing team, product management, and other internal Snell functions to develop compelling messaging that will create a market "buzz".
- Evangelise Snell's products and solutions directly with customers and partners, also via industry events and forums.
- To develop the Snell brand and grow sales lead generation.
- Ensure Snell's marketing is addressing key industry issues.
- Drive Snell's thought leadership agenda.
- Provide market intelligence for the business.

### Qualifications / Knowledge / Experience

- Experienced marketer with strong broadcast & digital media background.
- Strong network of industry contacts
- Strong management, team leading abilities, and motivational skills.
- Excellent interpersonal, communication, and presentation skills.
- Creative thinker and problem solver.
- Experience of working with senior and executive management internally and externally.

### Contacts

#### Internal

- Sales - worldwide
  - Training
  - Customer Services
  - Product Management
  - Marketing Team
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### **External**

- Customers
- Partners
- Industry forums and organisations

### **Performance Standards**

- Achieve mutually agreed objectives
- Ongoing regular progress reviews

**To apply please forward your CV, covering note and salary details to [Laura.Powell@snellgroup.com](mailto:Laura.Powell@snellgroup.com)**