



Gerflor

GRADUS

Gerflor Group creates, manufactures, and markets innovative, decorative and sustainable flooring solutions and wall finishes. We develop specific flooring and wall solutions to meet every indoor market application need: housing, healthcare, education, sport, retail, industry, offices, hospitality and transport vehicles. Gerflor Group gathers several world-renowned product brand names, such as Taraflex®, Mipolam®, DLW®, Tarabus®, Connor Sports®, Sportcourt® and Gradus®.

Visit us on: www.gerflorgroup.com

Gradus is a market leading manufacturer of contract flooring accessories, entrance matting, wall protection systems and specialist LED lighting solutions. Our products are designed for a wide variety of commercial applications.

Visit us on: www.gradus.com

Gerflor and Gradus products can be combined to provide a complete package that balances performance, aesthetics and cost alongside environmentally responsible manufacturing processes.

Following our successful international growth strategy, we have an exciting and challenging opportunity for a dynamic **Marketing Product Manager**

(Accessories & Barrier Matting)

based in Macclesfield, Cheshire, UK.

Your role:

- Research, define, develop and implement a marketing plan for the product category with emphasis to varying customer groups – Specifier, Contractor/Installer and Distributor
- Active participation in the new product development process for Accessories ranges (e.g. Stair Edgings, Floor Trims, Barrier Matting) including; Initial research, preparation of a business plan, design and development of promotional and sampling materials, training of internal teams and briefing in a marketing communication plan
- Provide 12-24 month analysis for post launch product success.
- Attend customer visits, seminars, and exhibitions to build and ensure a regular understanding of our customers needs, competitor activities and changes within our markets and sectors
- Conduct market research (qualitative and quantitative) to establish the size of a market, key players and competitor profiling etc.
- Working alongside the Marketing Communications Team - develop promotional and awareness campaigns for nominated products to increase product / brand awareness and to drive increased sales lead generation
- Membership and attendance at relevant industry bodies and groups to represent Gerflor/Gradus

Your profile:

Essential

- Experienced marketer with 3 years+ experience in a product marketing role within interior finishes in the UK construction sector
- A good understanding of the routes to market and the roles of specifiers/architects, contractors/installers and distributors
- Keen eye for detail and ability to apply this to multiple projects and tasks
- Willingness to travel within the UK
- Ability to communicate with multiple teams and at multiple levels across the Business

Desirable

- Experience within the commercial interiors sector of the UK construction market.
- Strong analytical and commercial skills as well as a good understanding of research methods

Our offer:

- Opportunity to work in a successful multinational company
- Attractive salary package, benefits and long-term prospects
- Modern and pleasant working environment
- Versatile and multifaceted job tasks
- Friendly work team

Sounds interesting? We would like to get to know you better.

Your contact : Jan Weigelt | Talent Acquisition | jan.weigelt@gerflor.com