

**Job Reference:**  
**Job Title:** **Marketing Manager**  
**Reports to:** **Sales Director**  
**Start Date:** **Immediate**

**Hanover Displays Limited** is a worldwide, leading manufacturer of passenger information systems for the public transport industry. All design and development, and the majority of production, is carried out at our head office in Lewes, East Sussex.

We are proud to have a friendly open environment in our Sales and Marketing Team and are looking for a talented professional to join us at an exciting time of growth and technological change.

A competitive salary package is available, including contributory pension scheme, private medical insurance and a minimum of 30 days holiday (including bank holidays) per annum. We offer a long service scheme with your holiday increasing to a maximum of 35 days (including Bank Holidays) per annum.

<b>Key Objective</b>	To drive and implement the strategic development of Hanover Displays Branding and Communication
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Excellent organisational, planning and coordinating skills</li> <li>• Excellent communication skills</li> <li>• Team player as well as working independently</li> <li>• Attention to detail</li> <li>• The ability to communicate well with all stakeholders</li> <li>• The ability to work under pressure</li> <li>• Enthusiastic and able to use own initiative</li> <li>• Hold a clean Driving License</li> </ul>
<b>Tasks and Duties</b>	<ul style="list-style-type: none"> <li>• Main point of contact for marketing, brand building and communication activity on a global basis</li> <li>• Define and execute marketing and communication activities</li> <li>• Digital Marketing Management and implementation               <ul style="list-style-type: none"> <li>○ Social Media posting</li> <li>○ Video ideas and management</li> <li>○ Website development</li> </ul> </li> <li>• Supporting Sales Director and Regional Sales Teams when necessary</li> <li>• Content management of the website</li> <li>• Content management of SharePoint</li> <li>• Work alongside HR and Directors to manage internal company communications</li> <li>• Ability to work with project / product managers in the communication / launch of new products</li> <li>• To liaise with other departments as necessary</li> <li>• To assist in other areas as instructed and according to the needs of the business</li> <li>• Management of Marketing Budget</li> <li>• Management of a Marketing Team</li> <li>• Identify and suggest ways of improving branding and communications</li> </ul>

<b>Desired Skills</b>	<ul style="list-style-type: none"> <li>• Any foreign language skills would be beneficial</li> <li>• To be MS Office literate and be able to understand the business system and its requirements relative to the department</li> <li>• Passion for people and team development</li> <li>• Ability to develop strong relationships with cross departmental team members</li> <li>• Product launches within the electronics industry</li> <li>• Shared skills and knowledge</li> <li>• Ability to embraces change</li> </ul>
<b>Essential Skills</b>	<ul style="list-style-type: none"> <li>• Minimum 5 years' experience in Brand Development / Brand Management</li> <li>• Minimum 5 years' experience in a technical / B2B industry</li> <li>• Experience in working / negotiating with 3rd party suppliers.</li> <li>• Knowledge of how to write briefings and working with design agencies in support of brand and design development.</li> <li>• Demonstrated skills in Word, Power Point and Excel</li> <li>• Excellent communication with all stakeholders is critical</li> <li>• Commercial understanding</li> <li>• Strong verbal, written and organisational skills</li> <li>• Desire to learn the product range to support in product management</li> <li>• Budget Management</li> <li>• Flexibility and willingness to travel overseas</li> <li>• Organisation of workplace and daily routines</li> <li>• Contribution to company teamwork policy and ethos</li> <li>• To adopt a flexible approach to the work environment, daily duties, and training</li> <li>• To have a good work ethic and positive approach to all tasks</li> <li>• To attend and contribute to meetings as required.</li> </ul>
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>• To follow the Health &amp; Safety guidelines as detailed in the Staff Handbook</li> <li>• Ensure work areas are kept safe and hazard free and report any safety hazards, conditions or unsafe practices and procedures to supervision.</li> </ul>

**Contact Information:**

Email us with your CV including details of your qualifications, experience and availability to [recruitment@hanoverdisplays.com](mailto:recruitment@hanoverdisplays.com)