

C. R. LAURENCE OF EUROPE LTD **EUROPEAN MARKETING MANAGER**

C. R. Laurence of Europe Limited (CRL) comprises of two divisions:

CRL Glass Division

CRL is the world leading supplier of glass & glazing products and architectural hardware for the glazing, shower, railing and glass door sectors. www.crlaurence.co.uk

CRL Stone Division

CRL also distributes CRL Quartz and Ceralsio ceramic surfaces to the kitchen and bathroom sector in the UK and Ireland. www.crlstone.co.uk

CRL is a rapidly expanding European business, part of the worldwide organisation C. R. Laurence Inc. The European Headquarters are located on Kingsway Business Park, Rochdale (near Manchester) and support our European mainland branch located in Ilsfeld, Germany.

We are looking for a dynamic and enthusiastic candidate with a sharp eye for detail who will be able to deliver a broad range of marketing initiatives to support increasing sales and raising the profile of CRL and its two divisions.

The position is responsible for the following activities: -

- * Develop and maintain working relationships with internal and external stakeholders
- * Create multi-channel marketing campaigns for the construction industry (B2B) and to consumers (B2C)
- * Create and deliver marketing communication materials including literature, advertising, PR, direct mail and point of sale displays
- * Oversee On-line marketing activities including Social media, PPC (Pay per Click) and SEO (Search Engine Optimisation)
- * Work closely with External Marketing Agencies to deliver a variety of marketing campaigns
- * Maintain and develop the Company websites
- * To work within and manage the European Marketing budget

Essential Skills: -

- * Management experience
- * Strong organisational skills
- * Creativity
- * Eye for detail
- * Time management/must be able to meet deadlines

Additional skills required: -

- * MS Office, Photoshop, Adobe Acrobat Pro,
- * On line platforms – WordPress, Dotdigital, Facebook, Twitter, Instagram, LinkedIn, Pinterest, Hootsuite

- * A good knowledge of German and other European languages will be an advantage, but not essential.
- * Knowledge and experience of the glass & glazing, construction and/or kitchen, bathroom and bedroom sectors

Experience/Qualifications:

- * Minimum of 2 years' experience working within a Marketing Department

Contract: Full-time contract

Hours: Monday to Friday: 8.00 am to 5.00 pm

Remuneration: A successful package will be provided including salary, bonus scheme and pension. Package to be agreed based on experience of the successful candidate.

Holidays: 23 days holiday (4 days to be taken over the Christmas shut down from 23rd December to 2nd January and 19 days available to be taken during the rest of the year), plus statutory bank holidays

Reporting to: The position reports to the Managing Director

Interested candidates should apply with CV by email / post to:

Karen Sutcliffe
Personal Assistant to the European Directors
C R Laurence of Europe Limited
Charles Babbage Avenue
Kingsway Business Park
Rochdale
OL16 4NW

Email CV to:- karen_sutcliffe@crlaurence.co.uk

Closing Date: Friday 14th June 2019