

Job Vacancy

**Realise the next step
of your career**

**Marketing
Engagement
Executive**

POSITION TYPE: Full time,
permanent

LOCATION: Ipswich, Suffolk



Introduction

Your privacy

Bauder treats personal data collected while managing your job application in accordance with our Data Protection Policy. Information about how your data is used and the basis for processing your data is provided in our Job Applicant Privacy Notice, this is published to our website within the [Careers Section](#) or available upon request from the [HR Department](#).

About us

Bauder is a leading international manufacturer of building construction materials for flat roofs. We provide our clients with a complete technical roofing solution from inception to completion, to meet their every requirement. Our service is centred upon our dedication to provide a waterproofing system that understands the individual needs of the client and the project.

Our flat roof systems are designed to provide a high quality, single source solution for every application and client need. Our portfolio embraces waterproofing systems, through to green roofs for supporting the local environment, to solar PV systems providing renewable energy for sustainability, and blue roofs to attenuate stormwater and negate localised flooding.

Bauder is committed to delivering technologically advanced roofing products, which meet the diverse needs of the roofing industry in terms of budget, performance and function. The Bauder name is synonymous for quality, design and service.

Our people focused culture originates from a strong family ethos and the belief that our success is determined through our people, who are at the very heart of what we do.

Fit to team and skillset drives our success

We place great attention to detail on recruiting the right person, team fit is as important to us as skillset and people join us for a career and not just a job. We have fun whilst we work and reward, recognise and develop the capabilities of our people. The commitment from all our people undoubtedly drives the high levels of business performance and success enjoyed today.

'you work with friends not colleagues' (Area Technical Manager)

'the Company really looks after you as a person' (Technical Administrator)

'there is a strong commitment to employees and sense of trust and fairness' (Manager)

Would you like to be part of an extremely successful, team spirited business, with a motivated people driven culture? A business which focuses upon building your career, supporting and encouraging your development and fostering autonomy, ownership and accountability. We offer a highly competitive remuneration package and lifecycle of benefits, designed to protect you and your family. Our accolades validate our employer credentials, we were the first in our sector to be awarded the prestigious Investors in People Platinum award and are proud to be reaccruited in 2024 for the third time at platinum level as well as achieving the 'We invest in Wellbeing' Gold award on our first attempt.

Bauder is an Equal Opportunities employer

Bauder Ltd

Human Resources, 70 Landseer Road, Ipswich, Suffolk, IP3 0DH England

T: 01473 257671 E: info@bauder.co.uk W: bauder.co.uk



INVESTORS IN PEOPLE™
We invest in people Platinum

INVESTORS IN PEOPLE®
We invest in wellbeing Gold

Job Specification

Objective:

We are seeking a highly motivated and skilled marketing executive who is passionate about marketing to join our growing team, drive business growth and enhance brand stature.

Reporting to the Marketing Manager, you will be required to create and deliver across all aspects of the marketing mix. This challenging role requires a self-motivated team player with a can-do attitude who works well in an extremely busy environment. You should be professional, articulate and possess excellent written and verbal communication skills combined with the confidence to deal with people at all levels, both internally and externally.

You must be able to demonstrate a strong record of achievement in successfully developing, improving, and implementing all forms of marketing programmes and platforms, B2B exhibitions, collateral materials and content-driven marketing.

The ideal candidate will have a creative flair with the ability to translate that to working within the brand guidelines, and has a proven record of successfully executing marketing initiatives.

Outline of responsibilities / duties:

- Work with a full understanding of the importance of maintaining the corporate brand
- Create and deliver marketing activities in accordance with the company marketing plan and within budget
- Plan, organise, deliver, set up, dismantle and attend exhibitions and events designed to raise brand awareness, promote the company to the construction sector, and launch products and services to the industry
- Deliver Company-led face-to-face symposiums to clients and customers
- Create, distribute, measure effectiveness and report on associated E-campaigns, social media and promotional activities associated with exhibitions, symposiums and product launches with the driver to maximise attendance and ROI
- Develop and create professional presentations to be used with clients, bringing together highly tuned skills within PowerPoint, video and audio creation and animations
- Liaise with the external sales team and product development managers to identify projects, products, service provision, and social value activities suitable for external and internal promotion, particularly through website content, case studies and award entries
- Input, import, maintain client contact data gained from marketing activities within the CRM database (Salesforce) to deliver clarity, integrity and consistency of data
- Work with creative agencies, designers, suppliers, and providers to maintain the corporate brand for all display items for exhibitions and (events)
- Work with the wider marketing department in the development of all forms of collateral and content for client-facing presentations, videos, and other multimedia activities
- Manage and distribute branded items, clothing and client gifts
- Organise photoshoots of projects, people and products and manipulate the imagery as required

Bauder is an Equal Opportunities employer

Bauder Ltd

Human Resources, 70 Landseer Road, Ipswich, Suffolk, IP3 0DH England

T: 01473 257671 E: info@bauder.co.uk W: bauder.co.uk



INVESTORS IN PEOPLE™
We invest in people Platinum

INVESTORS IN PEOPLE®
We invest in wellbeing Gold

Job Specification

Key attributes:

- A minimum of three years' experience in a marketing role
- Proven experience in maintaining and delivering marketing strategies to meet company objectives
- Advanced knowledge of platforms and applications such as Photoshop, PowerPoint, and video editing software
- Hold a full UK driving licence (category B, unrestricted) as travel is required to set up exhibitions, etc.
- Highly organised and ability to work to deadlines and respond well under pressure.
- Excellent communicator in both verbal and written mediums.
- Highly creative mind
- Lateral thinker.
- Motivational approach.
- Organised and methodical with diligence and attention to detail.
- Proactive self-starter.
- Professional and diplomatic.
- Commercial awareness.

This job specification is non-exhaustive and subject to change as the Company deems necessary.

Progression:

- Be the business' expert in B2B exhibitions, symposiums, product launches and promotional events, tasked with maximising return
- With proven value, loyalty and dedication, there is the progression to senior marketing executive

Bauder is an Equal Opportunities employer

Bauder Ltd

Human Resources, 70 Landseer Road, Ipswich, Suffolk, IP3 0DH England

T: 01473 257671 E: info@bauder.co.uk W: bauder.co.uk



INVESTORS IN PEOPLE™
We invest in people Platinum

INVESTORS IN PEOPLE®
We invest in wellbeing Gold

Job Specification



Duncan Ayres, Marketing Manager

Let me share an insight into the role with you, but first, let me tell you a little bit about Bauder and what our clients expect from us.

When it comes to marketing communications, Bauder sets the bar and leads the way in the roofing sector of the construction industry. You'll be joining a fast-paced environment, and every day will be different from the last, so you'll need to be on your toes. Attention to detail and maintaining a high standard throughout will be paramount.

Every day is different, and the role will require you to run multiple projects at any one time, so you will need to be well organised.

Working alongside me, you'll be involved in gaining an insight into what our competitors are doing and identifying opportunities to help maximise our exposure across the construction industry and building refurbishment sector. This role requires someone with exceptional communication, creative vision, and a proven track record of organising successful exhibitions.

Your responsibilities will also include maintaining a high level of communication and information with new and existing clients through a multi-channel approach and driving the brand's narrative forward whilst maintaining reputation.

Fitting into a team environment is vital; you'll need to be a team player working directly alongside a marketing team of four and a wider department of twelve.

One last thing, we work hard and also have fun too, creating a great work-life balance, so if the above excites you and you want to be part of a fast-paced, successful team that sets the benchmark for others to aspire to, then I would very much like to hear from you.

You will need to be well organised and be able to work on multiple projects at once.

Bauder is an Equal Opportunities employer

Bauder Ltd

Human Resources, 70 Landseer Road, Ipswich, Suffolk, IP3 0DH England

T: 01473 257671 E: info@bauder.co.uk W: bauder.co.uk



INVESTORS IN PEOPLE™
We invest in people Platinum

INVESTORS IN PEOPLE®
We invest in wellbeing Gold

UNITED KINGDOM

Bauder Limited

70 Landseer Road, Ipswich, Suffolk
IP3 0DH, England

T: +44 (0)1473 257671

E: info@bauder.co.uk

bauder.co.uk

IRELAND

Bauder Limited

5th Floor, Block D, Iveagh Court,
Harcourt Road, Dublin 2, D02
VH94

T: +353 (0)42 9692 333

E: info@bauder.ie

bauder.ie

Respecting the planet

Reducing the use of materials



This document is only available in digital format to reduce the use of paper. If you need to print it, please recycle at the end of purposeful use.