



A Halma company



## Brand and Marketing Manager

### About Us

Halma Water Management (HWM) is a group of successful water conservation companies who have joined forces under a single sales, design and distribution network to manufacture and supply flow measurement, data logging, and leak detection solutions for the water industry. Our extensive experience and unrivalled innovation has made us a world leading team with an international reputation for technology, quality and service. Together, we provide an unparalleled range of products and services for the water industry.

We are proud to be part of Halma, a major worldwide technology group making safety products and products that improve quality of life. As an integral part of the Halma Group plc, Halma Water Management has the strength and credibility of a FTSE 100 plc Company with the financial resources to match.

Halma has been trading for over a century and has a level of corporate pride second to none. Their customers range from small enterprises through to some of the largest companies in the world, and they export products globally, currently to over 50 countries.

### Job Purpose

As Brand and Marketing Manager, and working as part of a small global Marketing team, you will play a pivotal role in delivering a brand refresh for HWM aligned to our strategic ambition. In collaboration with, and following direction from, the Global Marketing Manager, you will be responsible for developing and executing strategic marketing initiatives to enhance the brand image and drive business growth globally.

This multifaceted position involves the creation of a cohesive and authentic brand identity, designing and leading marketing initiatives and collaborating with cross-functional teams to achieve business growth.

The key objective of the role is to extend our market position, and support business growth at a fast pace, in the wastewater and environmental monitoring space by having a strong, recognisable brand identity that is reflected in a new website and marketing materials. An important element of the role will be to support our existing distributors with positioning and differentiating our product range.

### Main Responsibilities

#### Brand Development and Management

- Develop and implement a comprehensive brand strategy aligned with organisational goals.

- Ensure consistency and coherence in brand messaging across all channels and touchpoints.
- Monitor market trends and competitor activities to identify opportunities for brand differentiation.

### **Marketing Strategy**

- Formulate, execute and evaluate marketing plans to support the overall business strategy.
- Collaborate with product development teams to align marketing strategies with product launches.

### **Campaign Development and Execution**

- Plan and execute integrated marketing campaigns across various channels (digital, traditional, social media, exhibitions etc).
- Manage the end-to-end process of campaign creation, from ideation to analysis.
- Monitor campaign performance and adjust strategies as needed for optimal results.

### **Content Development**

- Oversee the creation of compelling and consistent content that aligns with brand messaging.
- Lead the production of visual and written content for marketing materials.

### **Cross-Functional Collaboration**

- Work closely with Sales, Product Development and other teams to ensure alignment and integration of marketing strategies.
- Collaborate with external agencies and vendors for specific marketing initiatives.

### **Budget Management**

- Develop and manage marketing budgets, ensuring cost-effectiveness and maximum ROI.
- Monitor and report on key performance indicators to measure the success of marketing efforts.

### **Brand Monitoring and Analysis**

- Utilise analytics tools to track brand and marketing performance.

All employees have a legal duty to take reasonable care for the health & safety of themselves and of others who may be affected by their acts or omissions at work and to observe and follow the relevant systems, rules and methods of working.

*The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the Company and its overall business objectives.*

## **Personal Specification**

- The role is hybrid home/office based with the need to have weekly face to face engagement and attendance at meetings in Cwmbran, South Wales.
- A good communicator, you will form strong relationships, be adept at collaboration, have strong organisational and commercial skills and be able to build both trust and strong performance.
- Self-motivated to succeed.
- Result-orientated with a focus on achieving measurable outcomes.
- Strong decision-making and prioritisation skills.

## **Experience/Qualifications/Training**

- Clear indications of commercial acumen, with experience in dealing with customers in a technical business to business environment. Strong verbal and written communication.
- Full technical training on HWM products will be provided and technical support is available.
- Bachelor's degree in Marketing, Business, or a related field; Master's degree is a plus.
- Experience in brand management and strategic marketing.
- Analytical and project management skills.
- Excellent communication and interpersonal abilities.
- Knowledge of digital marketing trends and tools such as GA4, Adobe, Excel, PowerPoint, or Canva.
- Team-player.
- Creative thinking and problem-solving skills.

## **How to Apply**

To apply for this vacancy please contact [hr@hwm-water.com](mailto:hr@hwm-water.com), sending your CV along with a covering letter stating why you feel you are particularly suited to this role.