



## Job Title: Senior Marketing Manager

Reports to: Head of Business Development & Applications

Location: Cwmbran or Home Based, some Travel required

Working Hours: 37.5 hours per week

## Company Information

Since 1979, our people and products have delivered innovative, data driven solutions for monitoring clean water, wastewater, and energy infrastructure designed and manufactured for performance and accuracy. Leveraging extensive experience and technical expertise, HWM Global has earned recognition as an industry leader, renowned for its commitment to advanced technology, innovation, quality, and service excellence.

As a wholly owned subsidiary of Halma PLC, we're proud to be part of a global network of life-saving technology companies, all dedicated to growing a safer, cleaner, and healthier future for everyone, every day.

## Job Purpose

The Senior Marketing Manager drives global marketing across HWM Global's businesses, focusing on marketing strategy/planning, digital channels, lead generation, sales enablement, and brand building.

The role develops and delivers high-impact, multi-channel campaigns that support product launches, generate qualified leads, and align closely with commercial priorities through collaboration with Sales and distributor partners. The Snr Marketing Manager will also own continued development of the new HWM Global Website.

By analysing the market landscape and trend data, the Senior Marketing Manager ensures timely, relevant digital marketing activity that increases reach, engagement, search performance, and lead quality. The role directly supports business growth and strengthens HWM Global's presence in key markets.

## Core Responsibilities

- Develop and execute digital marketing strategies to support product launches, lead generation, and awareness.
- Manage and regularly communicate digital marketing projects, including Wordpress website enhancements, within the business to raise awareness, engagement and senior leadership buy-in.
- Plan and deliver high-impact, multi-channel campaigns aligned with commercial priorities and growth markets.



- Partner closely with the wider Business Development and Sales teams to ensure marketing activity directly supports pipeline growth and revenue objectives, with a focus on quality leads in targeted markets/applications.
- Own digital channels including the website, email, social media, and online campaigns, using performance insights to continuously optimise impact.
- Track and analyse campaign performance, translating data into actionable improvements and clear ROI.
- Act as the primary marketing interface for Sales and distributor partners across all verticals.
- Deliver consistent, high-quality sales enablement tools, branded materials, and targeted communications to support customer engagement and conversion.
- Protect, evolve and manage the HWM Global brand across all channels, ensuring consistency with corporate guidelines and market positioning.
- Lead brand enhancement initiatives, including company voice, thought leadership and go-to-market alignment for hardware and software launches.
- Lead development of customer-facing content including web pages, presentation templates, digital first content, campaigns, white papers, media & online forums/videos.
- Translate complex technical solutions into clear, compelling value-led messaging for utilities, municipalities, and distributors.
- Own digital marketing communications and internal brand documentation, ensuring accuracy, accessibility, and brand alignment.
- Lead market research projects to gather customer and competitor intel, help to gain insights which feed into Business Development plans.

## Qualifications / Relevant Experience

- 5+ years' experience in leading and managing marketing activities, ideally within utilities, infrastructure, or technology sectors.
- A qualification in a Marketing or related field would be preferred.
- Proven delivery of multi-channel campaigns, product launches, and distributor engagement.
- Strong digital marketing capability and software literacy, including Wordpress, GA4, CRM platforms and social publishing tools.
- Excellent writing, communication, and project management skills.
- Strong cross-functional collaborator, able to work effectively with technical, commercial, and creative teams.

## About you

- Adaptable, resilient, and comfortable working in dynamic, fast-paced environments.
- Highly results-oriented, motivated by achieving ambitious growth and personal development targets.
- You will be a marketing professional who keeps abreast of the latest trends and research in effective modern marketing methods.
- A strategic, commercially focused marketer with the ability to translate business objectives into clear, actionable marketing initiatives.
- An effective leader capable of motivating high-performing teams across remote and distributed environments.



- A confident, credible communicator who can influence stakeholders at all levels and drive alignment across Sales, technical, and commercial teams.
- Strong commercial acumen, with a proven ability to deliver measurable growth through focused, insight-led marketing activity.
- Comfortable operating in fast-paced, evolving environments, with a resilient and adaptable approach to change.
- Results-driven and highly motivated, with a commitment to continuous improvement, professional development, and team capability building.
- Willing to travel internationally and engage with diverse markets, partners, and cultures as required.

## How to Apply

Interested applicants should submit their CV and cover letter to the HWM recruitment team. Further information can be found on our careers page.

