HEAD OF MARKETING

Wilson Power Solutions is a leading manufacturer and supplier of power and distribution transformers, celebrating 80 years of business this year. Over the past 5 years, WPS has grown into an international award-winning manufacturer with nearly 1000 staff members across the group. Our transformers play a vital role in fortifying the electrical infrastructure for many of the UK's and Europe's most ambitious renewable energy and battery storage projects.

The Role:

As Head of Marketing, you will report to the Group Marketing & Sustainability Director. You will manage the marketing team in the UK and help drive and deliver strategies to continue the company's growth journey. This is a full-time, on-site role with occasional travel across the country for events and customer meetings.

Key Responsibilities:

- Developing and delivering marketing campaigns in line with the company's annual targets and objectives
- Maintaining brand positioning in the market and working with the board to align with strategic initiatives and focus (including PR, awards nominations, etc.)
- Management of the marketing team to efficiently utilise in-house resources to plan and deliver generic marketing tasks
- Participating in and organising industry events, including scoping, exhibiting, event management, lead management and measurement of ROI
- Utilising the engineering teams' knowledge and expertise to capture product and manufacturing data
- Translating technical data into clear, digestible & engaging marketing material
- Working closely with the sales team to engage with customers and support short-term sales objectives
- Collaborating with the wider WPS teams (sustainability, production, quality, projects, site, etc.) to explore marketing initiatives
- Expanding the technical collateral of the company
- Developing product and sector-specific marketing campaigns
- Managing the digital presence of the company and exploring new avenues
- Maintaining, delivering and expanding WPS CPD courses in collaboration with the business development and engineering teams

Skills, Knowledge & Experience:

- Senior B2B marketing experience at this level is essential
- In-depth experience in developing & delivering marketing strategies is essential
- Excellent leadership, project management and stakeholder engagement are essential
- Experience in managing and leading dynamic teams is essential
- Experience in budget planning, supplier management and reporting is essential
- Strong experience in digital marketing, event management, PR & CRM systems is essential

- High voltage, electrical engineering or manufacturing experience is desirable
- Hands-on proficiency in Google Ads and analytics tools (GA4) is desirable
- Strong writing, editing and proofreading skills is essential
- A driving licence is essential

We're looking for someone who is/has:

- Confident and dynamic personality demonstrating excellent communication, presentation and soft skills
- A positive, solution-oriented and proactive approach
- Great attention to detail and organisational skills
- A self-starter who can work independently and use self-initiative to come up with ideas and work on projects from concept to completion
- Able to work collaboratively as part of a team
- Able to multitask, communicate efficiently and navigate a fast-paced, continuous improvement environment
- Eager to learn and develop, with the ability to acquire technical knowledge
- Strong data analytical skills with a results-driven, pragmatic mindset
- Customer-focused and commercially minded person

Salary & Benefits

- Salary is negotiable based on experience
- 25 days holiday per year plus 8 bank holidays
- Pension
- Company profit share scheme (paid quarterly)
- Parking on site plus EV chargers
- EV salary sacrifice scheme
- Wellbeing and EAP scheme
- Healthcare cash plan, online GP
- Death in service

Please email your CV and cover letter, detailing your current salary, to the HR team at hr@wilsonpowersolutions.co.uk. All applicants must be able to demonstrate their right to work in the UK. No agencies.