



PR & Communications Manager

Sandbach

Full Time

CPG Europe manufactures high performance building materials to solve the complex challenges faced by today's construction industry. With over 1,400 employees across Europe, we are committed to shaping a world where buildings and structures save energy, last longer and exceed sustainability benchmarks.

Duties Include:

- Develop and deliver innovative and effective marketing, communications, PR and media engagement strategies and campaigns to support and promote the work of CPG UK Flooring Division and its programmes.
- Working closely with the product manager and relevant stakeholders, develop and implement the flooring marketing plan in line with the European requirements and our annual business planning cycle.
- Continue to build on the current developments for the flooring websites and social media and manage all the brands day-to-day activities.
- Develop, maintain, and manage strong and effective working relationships with a range of stakeholders.
- Manage and oversee the delivery of all communications, taking personal responsibility for the co-ordination, writing and distribution of press releases, case studies, newsletters, and other promotional material.
- Use data and insight to understand the impact of our engagement and communication activities and continually improve the quality of our communications within the flooring division.
- Liaise with digital marketing colleagues (local and European) on the development and delivery of digital activation plans.
- Deliver integrated launch programmes for new product introductions.
- Identify key target groups of end users and influencers – design and implement strategies to exploit potential.
- Liaise with the sales team and customers to identify and fulfil support requirements.

Successful candidates will have the following:

- Minimum of 5 years' experience within B2B Marketing.
- Flooring / Construction experience is desirable
- Degree level or professional qualification relating to Marketing is desirable.
- Proficient with Microsoft 365 programmes
- Experience of Adobe Design Software
- Experience of CRM systems and practices.
- Knowledge of HubSpot and Webinar Platforms.
- A willingness to adapt to changing business needs.
- Excellent communication skills.
- Strong team working skills



Salary & Benefits

- A competitive annual salary.
- Lucrative performance-based bonus scheme, where you could earn additional 10% of your base salary.
- 25 days holiday entitlement (excluding bank holidays) increasing to 27 days holiday following length of service with the business.
- A range of attractive benefits (pension, life assurance, and private medical).

Contact

Please apply exclusively with your CV to uk.recruitment@cpg-europe.com

Become part of our team and shape the future of CPG Europe!

The Company is committed to the principle of equal opportunities and is opposed to any form of unfair discrimination on the grounds of race, colour, nationality, ethnic or national origin, sex or marital status, disability, sexual orientation, age, religion, or belief. Candidates will be chosen on the basis of their ability and suitability for the role.