

Marketing Manager Heavy Duty – Antwerp

For our client, a driven innovator and international player in the automotive/aftermarket sector, located in Belgium, we are looking for a Marketing Manager Heavy Duty who lives in Belgium or France.

Why is this job something for you?

- You get a varied and challenging role within a dynamic company where there are still many achievements and promising projects on the horizon.
- You will be welcomed in an enthusiastic team where you can count on solid training and support, but also sufficient scope to fully develop and apply your commercial, organizational and technical skills.
- In addition you can be assured of a motivational remuneration package supplemented with various extra-legal benefits including a company car.

What are you going to do ?

In this position, you are responsible for the definition, development and deployment of the Heavy Duty marketing strategy in line with the global growth objectives.

You will report to the Head of Regional Marketing and you will work closely with the HD Sales Manager.

- Responsible for the definition, development and deployment of the Heavy Duty marketing strategy in line with the global growth objectives.
- Development of the go-to-market offering for the Heavy Duty segment
- Work together with the Regional Marketing team to implement the necessary actions related to the segment in their specific area and distributor marketing plans.
- Together with the HD Sales Manager, co-develop the business plans and integrate the necessary marketing support for key accounts.
- Manage the marketing budget dedicated to Heavy Duty.
- Supervise the execution of all brand and communication initiatives related to the segment.
- Development and maintenance of the segment sales and product collaterals. Support our internal sales teams and if applicable, the sales teams of our distributors in the usage of these materials.
- Continuously monitor competitive landscape evolution and identify needs and opportunities to improve our value proposition
- Track and analyse results of all regional campaigns linked to the segment in a systematic way and provide convenient reporting to help in shaping future marketing strategies.

Who are we looking for ?

- Ability to develop expertise on segments and customers business to create strong value proposal for our global customers.
- Mastery of the Heavy Duty on Road (Fleet) and/or Off Road (Construction; Mining; Agriculture) segments. Either in an OEM network or Aftermarket distribution network.
- Strong ability to work transversally with local marketing team & all related departments. Strong communication and interpersonal skills, including excellent speaking and presentation skills
- Strong project management skills, able to manage complexity across different departments and deliver critical projects
- Financial awareness and analytical – essential to drive and understand the numbers and for financial budgeting, analysis and planning.
- Driven by results & excellence in the job, mentality to make things happen.
- Previous experience in a commercial role is a plus.
- Fluent in English. Any other European language is a significant plus.
- Willingness to travel 30% of your time.

Apply ?

This can easily be done by email on info@clearskyselection.be

For more information about this opportunity, you can always contact Koen Van Hoye - manager at Clear Sky Selection through the above email address.