

## **Marketing Manager, North America**

### **Marketing Manager, Kingspan Insulated Panels, North America**

We are currently looking for a Marketing expert who is ready for the next step in their career. The Marketing Manager will lead our North American Marketing team and will be based at our Deland, FL location. Reporting to the President, the successful applicant will position a world class sustainable brand in the North American building product industry. Accountable for defining and implementing business marketing strategies you will work with creative agencies, PR firms, industry professionals and the marketing team to provide direction on all campaigns, measure and report outcomes. The Marketing Manager will support the sales function and be an integral part of the commercial team. As the ideal candidate, you will be visionary, detail-oriented, a team player with a keen interest in innovative marketing channels and sustainable building. A key asset will be the ability to work efficiently while juggling multiple projects with several stakeholders.

### **Qualifications/ Experience**

- Masters Degree in marketing or a related discipline
- 5-7 years relevant B2B marketing experience, with 4-5 years in management
- 5-7 years of relevant experience in the building product industry
- A keen awareness of future marketing and communications trends with the ability to link to the industry and business
- Strong skills and background in coordinating trade show activities
- Experience in directing, leading, & motivating a marketing team
- Experience with a budget in excess of \$1 million
- Commercially focused to manage a budget prioritizing marketing programs.
- Strong influencing skills with the ability to gain credibility with senior stakeholders.
- Excellent communication & leadership skills and ability to operate across all organizational levels
- Proven track record of success with an innovative marketing approach
- Entrepreneurial flair and excellent commercial acumen

### **Key responsibilities**

- Accountable for defining and implementing business marketing strategies
- Responsible for lead generation, new product launch, on and off line communications, new and traditional PR, CRM, internal and external branding and tradeshow presence
- Understanding of addressable market for company propositions.
- Develop and manage campaign /communications plans against business objectives
- Detailed understanding of market conditions and competitive dynamic strengths and weaknesses of competitor propositions.
- Build and manage relationships with all critical stakeholders such as creative agencies, PR company, trade publications and influencers
- Management across marketing team and active role to the wider business
- Active member of the management team with particular leadership within the commercial and sustainability departments

*This is an exciting opportunity for the right candidate to join a successful and growing company.*

*Relocation may be provided for the right candidate.*

Kingspan Insulated Panels North America is a global leader in the manufacturing of insulated metal panels. The company has five North American production locations: Deland, Fla., Modesto, Calif., Columbus, Ohio, Caledon, Ont. and Langley, B.C. Kingspan insulated panels are manufactured as a single component system with high R-value, unsurpassed airtightness and superior moisture control suitable for new and retrofit buildings. As the most energy-efficient, cost-effective building envelope solutions, insulated metal panels are at the forefront of sustainability. Kingspan insulated metal panels are a significant first step to achieving net-zero energy building and consistently contribute to U.S. Green Building Council (USGBC) Leadership in Energy and Environmental Design (LEED®) credits and overall certification. Kingspan Insulated Panels serves the architectural, commercial/industrial, cold storage and food processing markets, and is committed to delivering the most advanced building products on the market.

Please send your resume with salary history to [andrea.lackemacher@kingspan.com](mailto:andrea.lackemacher@kingspan.com).

