

## **International Business Development & Marketing Manager**

TISS Ltd are the World's Leading Fuel Security & Safety Specialists with Distributors and Offices based in over 40 major territories around the World.

TISS' rapid growth means they are looking to recruit an International Business Development & Marketing Manager to support the Company's increasing International and UK marketing activities.

Reporting directly to the Marketing Director an ambitious individual is required to manage all International Marketing Projects in addition to managing the entire marketing mix.

### **Core Areas of responsibility include:**

- Manage all marketing elements of the Company's attendance at International Trade Shows.
- Manage the entire post Show communications with interested Partners from initial meeting to signing Distribution Agreement.
- Work closely with leading OEMs (Truck Manufacturers) on Marketing Campaigns.
- Supporting both existing and new International Distributors across the Globe with full Marketing and Sales support.
- Assist with identifying international business opportunities.
- Co-ordinate new product launch programmes.
- Design and organise regular mailshots to the company database.
- Manage regular updates to the Company Website and Social Media Outlets.
- Write regular PR pieces for circulation to both National and Trade Press.
- Design and manage advertising campaigns.
- Analyse all marketing activities and enquiries to ascertain which marketing methods are most effective.
- Liaise with 3rd party design and print companies regarding marketing and advertising materials.
- Negotiate advertising rates with core Trade publications.
- Assist with identifying international and UK business opportunities.
- Establish and manage strong sales relations with UK based distributors and customers.

### **SKILLS & QUALITIES:**

The successful applicant should preferably have a marketing background and educated to degree level (2.1 qualification). International Language Skills are preferable but not essential.

### **LOCATION & HOURS OF WORK:**

Our Head Office is in Blackpool, Lancashire. Office Hours are Monday-Friday 9-5:30, however, it would be expected that working outside of these Hours is necessary on occasions due to the International nature of the Business.

### **REMUNERATION:**

Basic Salary of £25k + Bonus.

### **HOW TO APPLY:**

Please apply now with a current CV and Covering Letter.

For further information, please contact Matthew Rose on 01253 400 401 or [matthew.rose@tissltd.com](mailto:matthew.rose@tissltd.com).