



## Marketing Manager

### About us:

As one of the world's leading metal recyclers, EMR USA Metal Recycling (EMR) plays a pivotal role in the provision of sustainable materials across the globe. With a history spanning 70 years, the company has grown from a single UK-based business to a multi-national corporation. Our experience, vast capabilities and commitment to our environmental, social and governance (ESG) values, places us among the world's most respected and trusted recycling companies.

EMR recycles 10 million tons of material annually, made up of everything from beverage cans to oil platforms, which are recycled into more than 200 different types of new, sustainable raw materials.

### Purpose of the Role:

The Marketing Manager will be responsible for leading and implementing effective marketing activities for the U.S., working alongside the global marketing team to meet key business objectives. These objectives will include responsibility for the successful management of the marketing, advertising and promotional activities.

### Your Responsibilities and Deliverables:

- Define, lead and implement the marketing strategy for the U.S.
- Develop and implement strategic marketing activities including but not limited to campaigns, events and advertising that drive customer and supplier engagement, footfall (customer traffic) and general brand awareness, leveraging internal support and driving collaboration
- Manage the day-to-day implementation of marketing activities, covering all elements of the marketing mix including all affiliated channels
- Expand, develop, and work closely with our U.S. network of sites and sales teams to develop and implement marketing, sales and promotional activity
- Work collaboratively with the global marketing team to create engaging campaigns and content that consistent with EMR's brand guidelines in order to successfully achieve global consistency
- Drive brand positioning, identify target audiences, and implement customized and relevant activities that align with stakeholder requirements
- Ensure that all marketing activities are delivered on time, within budget, and aligned with EMR's corporate values, beliefs, and performance benchmarks
- Collaborate with the global marketing team to evaluate and report on return on investment and key performance metrics

- Contribute to the development of EMR's annual marketing plan, including U.S. budgeted marketing activities
- Collaborate with the global marketing team to help drive and implement an effective global internal communications strategy
- Analyze and collaborate customer research, current market conditions and competitor information and with the global data teams to successfully build relevant strategies

**Education, Experience, and Knowledge:**

- B.S. in Marketing or Marketing-related degree
- 5+ years' experience developing and managing marketing strategies
- Technical marketing skills
- Proven experience in customer and market research
- Relevant industry knowledge (preferred)

**Key Competencies:**

- Strategic and critical thinking skills
- Ability to work on multiple projects, prioritize, and hit deadlines
- Excellent written and verbal skills (internal and external)
- Formal presentation skills and capabilities
- Ability to develop and stay within allocated budget(s)
- Creative, adaptable, and persuasive
- A great sense of humor and positive attitude

EMR USA Metal Recycling provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.