

UNTHA marketing and content manager (English)

Full time

Hybrid working available

Role background

UNTHA shredding technology is on the search for its next marketing colleague, as the continually growing organisation seeks to expand its team of international communications professionals.

With an already established marketing department at the shredder manufacturer's Austrian HQ, the ~€90m business appointed a (UK-based) global marketing director in late 2023, to support its next phase of expansion. UNTHA has sales operations in over 50 countries, and employs a number of local marketing coordinators worldwide. The recent investment in people – not to mention new marketing technologies – signifies a commitment to get even closer to the customer regardless of location.

“That’s when we can really drive innovation, help our customers achieve new things with our machines, and better engineer a sustainable future that benefits the environment, our businesses, and our people alike.”

This new role is a dual position:

- Acting marketing manager (UNTHA UK) – to support the continued marketing efforts of the highest-performing subsidiary in the global group.
- Content manager (English) – a hands on role to support the creation of multichannel English-first content, for use in the UK and other relevant countries around the world.

NOTE: This successful candidate will be an employee of UNTHA UK. This position will report directly to UNTHA UK's global marketing director.

Job description

The marketing and content manager (English) will be responsible for:

- The creation of multiple different styles of copywriting, ranging from (English version) press releases, case studies, and features, to shorter social media posts, web and email content, guides, sales literature, and more.
- Liaising with international media to support UNTHA UK's PR ambitions.
- Attending UNTHA UK sales meetings to ensure UK content will support the continued demand and lead generation efforts of the brand. UNTHA UK has an established CRM system with integrated digital marketing functionality.
- Liaising with colleagues throughout UNTHA UK, to support with wider marketing strategies including – but not limited to – internal communication, customer upsells and retention, and events management.
- Collaborating with external partners including integrated marketing agency, videographer, photographer, events teams, the media and advertising teams, to name just a few.
- Occasional visits to UK customer sites (to pursue case study led content), and relevant industry events. A small handful of overseas visits may also be possible, with advance notice.

- Working closely with global marketing coordinators to ensure timely and effective actions agreed in global marketing meetings.
- Contributing to global ideas generation to ensure a progressive, multichannel and inclusive approach to UNTHA's communications activity.
- Nurturing the development of colleagues, including global marketing coordinators and the UK's sales and marketing assistant (where appropriate).
- Contributing to and helping to deliver a multichannel communication plan, that supports the ongoing objectives of the business.
- Contributing to data-led discussions surrounding the performance of marketing activity, particularly in relation to demand and lead generation.

Person specification

This role would suit a creative, organised communications professional, with a minimum of three years' marketing experience in a B2B environment. Familiarity working for a technical brand would be advantageous, but isn't essential.

The candidate must be an outgoing self-starter, comfortable working to deadlines and juggling a varied workload. As this position involves working with multilingual colleagues from different countries, we also seek a committed team player, respectful of other cultures and hungry to play their part in an ambitious global marketing strategy.

Experience working in the following technologies would be advantageous, although full training will be provided as required:

- Website CMS Headless
- GA4
- Project management system Teamwork
- CRM system Dynamics
- Media monitoring platform Meltwater

Package

- Private healthcare + employee assistance programme
- 21 days holiday + bank holidays + birthday off
- Regular team socials
- Hybrid working, with a weekly visit to UNTHA UK's North Yorkshire HQ (2 minutes from A1 – free parking).

To apply, please send your CV and cover letter to claire.slater@untha.co.uk.