

JOB DESCRIPTION

JOB TITLE	REGIONAL TECHNICAL MARKETING MANAGER (Ref: AA1)
DEPARTMENT	PRODUCT MARKETING (Cost Code: 50)
REPORTING TO	HEAD OF PRODUCT MARKETING
ROLE TYPE	PERMANENT / FULL TIME
SALARY	DEPENDENT UPON EXPERIENCE

JOB SUMMARY	<p>An experienced technical marketing manager for EMEA is sought for our organisation; to support our position as a leading manufacturer of premium quality professional audio products.</p> <p>The successful candidate will be required to manage and develop the technical marketing agenda for our range of products within the region.</p>
KEY RESPONSIBILITIES	<p>Deliver training programs to educate distributors, dealers, rental companies and engineers on the range of products.</p> <p>Work with the Regional Sales Manager to identify opportunities to grow sales in this specific territory.</p> <p>Provide technical expertise to distributors, dealers, rental companies and end users on product application and vertical market opportunities.</p> <p>Run product presentations, carry out product training and webinars as well as organise third party training sessions and events for channel partners.</p> <p>Develop relationships and identify and successfully convert opportunities into profitable partnerships.</p> <p>Share local insights to ensure the strategy for EMEA will successfully evolve.</p>

PERSON SPECIFICATION

QUALIFICATIONS	Degree or other suitably equivalent qualification or level of knowledge.	Essential
EXPERIENCE	A successful record of technical marketing and product demonstrations within the professional audio industry. Thorough knowledge of the local business community.	Essential
	Experience of working for a supplier of sophisticated professional audio products.	Desirable
ATTRIBUTES	Excellent communication and negotiation skills. Well-developed problem-solving, analytical and evaluative skills. High degree of accuracy and attention to detail. Proven record of delivering results over the long term and driven to exceed expectations.	Essential
	Language skills other than English.	Desirable
DISPOSITION	Enthusiastic and self-motivated.	Essential
	Able to communicate effectively to customers with different cultures and languages.	Essential
OTHER REQUIREMENTS	Regular travel throughout the region will be required as will occasional international travel for company meetings or trade shows.	