

Halton believes that high quality indoor air is the key to a healthier and more productive life. We make this possible by delivering leading indoor climate solutions for office, hotel and healthcare business sectors. Halton Group has operations in 16 countries worldwide. Halton Products Ltd is a wholly owned subsidiary of Halton Group with 18 years of experience within the industry.

Product Marketing Manager

Division: HALTON FOODSERVICE EUROPE

Posted: 23th april 2008

Location: France or UK

Education Required: Engineering + Marketing

Experience Required: Five years or more

Job Type: Full-time

As the Europe Product Marketing Manager, you will lead the launch and lifecycle of Halton Foodservice systems in Europe and will contribute to the development, implementation and growth of the full line of products. You will be measured on your ability to add value to the multiple product lines through the marketing and communication strategy you will implement to ensure Halton Foodservice products maintain their differentiation and competitive advantage. You will report directly to the Director of Halton Foodservice Europe.

Essential Duties and Responsibilities include the following.

Other duties may be assigned.

- Work closely with European Sales organisations (Foodservice Export team/ CRUs/Agents) across multiple countries to identify market sizes, trends and market-specific product requirements.
- Translate country and region-specific needs into product requirements and marketing strategies in order to define priorities.
- Provide back to the 3 SBUs (France, UK, Germany) and R&D the market requirements to enhance our product portfolio and ideas for new technologies to be investigated.
- Prioritize country-specific product introductions and ensure their successful launch, including development of product offer materials such as sales presentations, technical documentation, design software, training and of course communication campaign (advertisement, exhibitions ...).
- Managed product website, frequently updating product information.
- Assess product and market competition, including pricing and competitive strengths and weaknesses, and translate into pricing and positioning strategies
- Meet or exceed product-line revenue and profitability goals in Europe
- Work in close cooperation with Halton Group Brand Management team and Halton Foodservice North America & Asia to develop worldwide Halton Foodservice communication and image.

QUALIFICATIONS

Education and Experience

- Engineering degree
- Marketing background a strong plus, so as sales background but no required
- Minimum 5 years relevant technology work experience, with at least 2 years in product marketing or product management

Performance Skills

- Excellent oral communication skills; customer orientation; team interaction/effectiveness; decision-making ability and multi-tasking ability
- Strong written communication skills; presentation skills; influence/interpersonal skills and analytical skills required; Good problem solving skills required
- Creativity and open minded.
- Strong analytical and leadership skills
- Proven team-building skills across multiple countries, divisions and functions
- Effective at working within a matrix organization
- Willing to travel often; position based in France preferably

LANGUAGE SKILLS

- Good command of the English language is required. At least 1 other European language is required particularly French or German.