



creating better environments

The Flooring Systems division offers a broad and attractive range of environmentally friendly linoleum, highquality vinyl floors, entrance flooring systems for cleaning and drying shoes, carpet tiles, needle felt, and Flotex, the washable textile flooring. Thanks to their excellent technical properties and attractive design, these flooring products are invariably the first choice for public buildings, department stores, hospitals, and other healthcare facilities, schools, libraries, commercial and office spaces, leisure centers, shops, hotels, restaurants, and cafeterias as well as for applications in the residential market. With a market share of over 65 percent, Forbo is the world leader in linoleum.

Flooring Systems also provides ready-made adhesives for flooring installations and ceramic tiles as well as leveling compounds for the construction industry under the trade name Eurocol.

The role:

This global business based in Derbyshire has been building their social media and digital presence over the past few years, and are now looking for someone to join their International Key Account Management marketing team in order to build on this social and digital success. The role will see you primarily focusing on digital and social media activities, but will also see you closely involved in the wider event management and general marketing communication and sales support activities.

Salary £25k-£27k + annual bonus up to £3k (full time position) for candidates with 3-5 years work experience or salary £22,500 + annual bonus up to £2k for a graduate + up to 7% pension contribution, 26 days annual leave + 8 statutory days and private health care. Job is based at an easily accessible site with free parking, bright offices and a canteen facility.

Marketing Coordinator - International Key Accounts Team

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The duties of this role will include; organising and delivering a social media schedule, monitoring online channels and producing regular reports on social and digital media impact, writing and providing content for online channels, researching and developing content to support campaigns, as well as keeping the corporate and local websites up to date. Working on wider marketing projects such as exhibitions, trainings, developing point of sale, research projects, PR, advertising and sales support activities will also be part of the wider role.

This position either requires someone with experience of working in a marketing environment for at least 3-5 years who can hit the ground running or a bright, ambitious graduate with a real interest in digital/social media activities who can develop into the role. Outstanding interpersonal and communication skills, a degree in a relevant discipline and a CIM post graduate diploma are desirable. The job holder must be a bright individual with the sensitivity to adjust his/her approach to large varieties of cultural and hierarchical situations.

You will need to have experience with social/ digital media, developing content and using analytics. You should have experience of using a CMS, ideally WordPress/Sprout Social, have produced engaging and interesting social media content, and will ideally have worked on social and digital campaigns before. Skills using Photoshop/ Indesign are also beneficial for developing graphics to support. The role requires good copywriting skills, and an ability to work on your own initiative. You should be able to manage your own time, be a quick learner, organised and professional.

This position requires native or native level ability English; other language skills would be an advantage. Some UK travel to meet agencies/suppliers. International travel is also a requirement of the role, with approximately 9 trips per annum, normally of a duration of 2-3 days per trip to visit exhibitions, product meetings, marketing meetings, segment meetings.

#LI-DNI

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