

**Job Description for the Post of Knowledge Transfer Partnership (KTP)
Marketing Associate – GDM (Heat Transfer) Limited (BS08/12)**

1. **General Details**

Job Title:	KTP - Marketing Associate
Location:	Business School
Normal workbase:	GDM (Heat Transfer) Limited Boston Industrial Estate Power Station Road Rugeley Staffordshire WS15 2HS
Tenure:	Fixed term for two years
Salary:	£19,000 - £21,000 per annum (Depending upon qualifications and experience)

2. **Job Purpose**

Develop and implement a strategic marketing plan which aims to complement and achieve overall company objectives for growth and international expansion.

3. **Relationships**

Responsible to: Managing Director, GDM (Heat Transfer) Limited
General Manager, GDM (Heat Transfer) Limited
Academic Supervisor(s), Staffordshire University

4. **Main Activities**

- a) Undertake background research into the Heat Exchanger and Cooler markets. Identify potential growth sectors in both domestic and international markets.
- b) Develop a market research plan and present to Supervisors and Management.
- c) Carry out a review and evaluation of marketing information. Produce marketing report and customer database.
- d) Develop new promotional tools and a substantially improved website.
- e) Create a Strategic Marketing plan identifying key target markets and customers in the UK and internationally. Devise a Promotional Plan to create awareness of GDM's new capabilities.
- f) Carry out a review and evaluation of the company – culture, orientation, organisation structure, capabilities and core competencies relative to customer requirements.
- g) Develop a Business Plan and present to Management for approval and proposals for organisational change.
- h) Implementation of Marketing Strategy and Promotional Plan.
- i) Evaluate and develop international Licensee network.
- j) Conduct customer reaction investigation to new products and services. Measure impact of Marketing Strategy and Promotional Plan and revise appropriately.
- k) Develop journal and conference materials.
- l) Produce final report and complete project documentation.

In addition generic activities will include:

- m) To document all activities in a professional manner
- n) To prepare and present monthly and quarterly progress reports
- o) To participate in the Induction and Training Programme as required by KTP
- p) To provide technical contributions to the company's promotional materials
- q) Should the post holder wish to register for a postgraduate degree, draw up a Learning Contract in conjunction with the academic supervisor

General Working Arrangements

The post holder will be required:

- a) To comply fully with the company's Health and Safety Policy and other general orders to the company staff.
- b) To maintain a clean and smart appearance appropriate to the general company standards.
- c) To maintain records of any reimbursable expenses, with the receipts, and to forward claims regularly to the appropriate authority.
- d) To represent the company through visits to clients for which a valid UK driving licence is required.
- e) To work under the general conditions of employment within the company.

Accountabilities

- a) Fulfilling the Associates terms and conditions of the KTP project plan.
- b) Achieving progress to within one month of the KTP project plan.
- c) Informing the Supervisors of any unforeseen problems or change to the project plan at the earliest opportunity.

Authority

- a) To use all company facilities, equipment and supplies as provided for other members of staff.
- b) To represent the company in technical matters but not to incur or suggest liability on behalf of the company other than that clearly stated in writing by the company.

Project Outline

The programme offers significant and exciting technical challenges in a commercial and competitive environment. High level technical management and marketing skills, plus presentation and project planning skills developed at project management meetings and elsewhere, may give opportunities for the KTP Associate to develop to a senior position in the company or industry. Whilst this is a fixed-term two year assignment, there is potential for the right candidate to be considered for a longer-term career with the company when the project ends, subject to progress and development in post.

The proposed programme offers significant technical and academic challenges and is expected to be sufficient for an MSc award, subject to the development of a learning contract with the approval of the Local Management Committee, External Examiner and validation by the University. The KTP Associate will be encouraged to maintain a professional development record and to seek to develop his/her membership status with an appropriate professional body.

The KTP Associate will have an opportunity to make a significant contribution to the company's development.

In achieving these objectives, the Associate will be jointly supervised by academic and industrial staff. The technical, project planning and management challenges will develop the Associate and give him/her the skills and opportunity for career progression in industry. This collaboration between academic and industrial staff will enhance both the industrial partner's expertise and the relevance of teaching and research in the academic institution.

5. Person Sought

The successful candidate will have/be:

- § A 1st or 2.1 class Honours Degree obtained within the last 3 years in Marketing, Business Management or other relevant discipline.
- § Work experience gained in a marketing related role, either as part of a one year placement or in full time employment.
- § Able to extract relevant details from a mass of information and to communicate complex information clearly and succinctly in presentations and reports.
- § A high level of proficiency in verbal and written communication skills
- § An ability to effectively communicate with customers
- § An excellent team player with an ability to work collaboratively with others
- § Willing to use initiative in identifying and prioritising work needs
- § Leadership skills and the ability to motivate others
- § The ability to manage time and prioritise tasks effectively
- § A high level of self-motivation and flexibility
- § A willingness to travel in the UK and abroad if required
- § Total commitment to achieving personal development and project objectives
- § A clear view of a career path and an understanding of how this might integrate with the development strategies of the company
- § A full valid driving licence and eligibility to drive in the UK

6. Special Conditions

This appointment is available on a fixed term basis for two years.

Date Job Description Revised

April 2009

Variation to Job Description

Staffordshire University reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

Conditions of Service

Your terms and conditions which are determined by the Board of Governors are generally those applying to University Academic Staff and may be subject to modification from time to time. Specific conditions applying to your post such as place of work, standard working week and holiday arrangements will be in accordance with the Company's standard policies.

Informal Enquiries

For an informal discussion about the post please contact John Ward on 01785 353285 or email john.ward@staffs.ac.uk

Applying for this post

Should you now decide to submit an application for this position you are asked to kindly complete and return an application form. This is available either in electronic format (downloadable from our website) or as a hard copy.

Completed application forms and any accompanying information should be returned via e-mail to jobs@staffs.ac.uk or posted to Personnel Services, Staffordshire University, PO Box 662, College Road, Stoke-on-Trent, ST4 2XP.

If you wish to deliver the form by hand Personnel Services is located on the ground floor of the Cadman Building, College Road, Stoke-on-Trent. Office opening hours are 9.00am – 5.00pm Monday to Thursday, and 9.00am - 4.30pm on Friday.

PLEASE NOTE THAT THE CLOSING DATE FOR COMPLETED APPLICATIONS IS 24 July 2009

Procedure following Receipt of Applications

Applicants are asked to provide us with an e-mail address where possible, as this is our preferred method of communication. All correspondence relating to this job application will be marked 'Private and Confidential'.

Where an e-mail address is provided, we will send applicants an acknowledgement of the application form as soon as possible following receipt; employees of Staffordshire University should note that this will be the internal e-mail address.

All applicants are asked to note that unless otherwise indicated, interviews will normally be held within one month of the closing date. Short listed candidates will be contacted to attend for interview as appropriate. Candidates who are not shortlisted for interview will be informed via e-mail. In the absence of an e-mail address, we regret that in the interest of economy we are unable to write to applicants. If you have not received an invitation for interview or any further communication within two months of the closing date specified, you are asked to assume your application is unsuccessful on this occasion.

The University wishes to thank all applicants for their interest in the Institution and the post advertised and for the time and trouble taken to complete the information for their application.

If you require a copy of the vacancy information in large print please contact us