

<b>Job Title</b>		
Department: Marketing	Company: <b>AESSEAL plc</b>	Job Ref. No:
Reporting to: Managing Director	Location: <b>Rotherham - Mill Close</b>	

## Job Purpose

AESSEAL plc is seeking a highly experienced marketing manager to lead the global marketing function at both strategic and operational level. This role combines ownership of department leadership and team management with strategic marketing development, international brand positioning, demand generation and performance improvement across a complex multi-national engineering group environment.

This profile is intended for a senior marketing leader who brings substantial strategic experience, a strong track record in larger or multi-national organisations, credible professional marketing qualifications, and the ability to shape and execute an integrated marketing strategy that supports growth, market development, customer engagement and brand consistency across multiple markets.

## Job Dimensions

Own and lead the marketing strategy across AESSEAL plc and that of the wider group, aligning marketing activity with business growth objectives, sales priorities and brand positioning.

Provide visible leadership to a multi-disciplinary marketing team covering communications, content, digital, design, web and marketing operations.

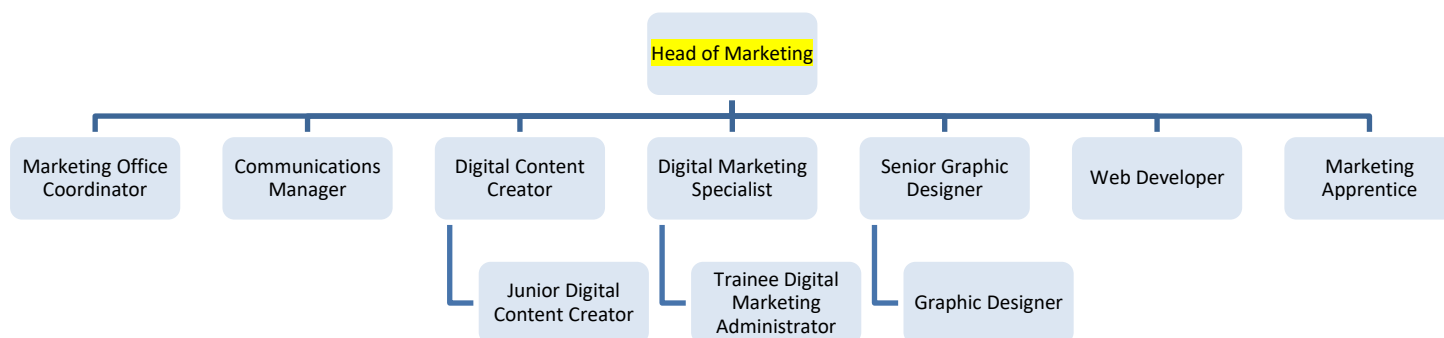
Maintain a hands-on capability across the full marketing mix, contributing directly to content, graphic design, digital activity and web operations as required to support delivery, maintain standards and ensure effective execution across the function. Using platforms such as Adobe Executive Suite.

Develop and embed a performance-led marketing function with clear plans, measurable outcomes, governance and continuous improvement, supporting consistent standards across the AES group.

Advise senior leadership on market positioning, campaign effectiveness, channel strategy, proposition development and customer engagement at both company and group level.

Lead marketing planning in a way that supports UK requirements and the needs of a wider global / multi-national group environment, ensuring alignment and coordination across all relevant group entities.

## Organisation Chart



## Principal Accountabilities

- Develop and deliver the marketing strategy for both the business and wider group, aligned with business goals, target markets and growth priorities.
- Lead annual and medium-term marketing planning, including budget ownership, prioritisation of investment and performance review.
- Drive brand positioning, proposition development and integrated campaign planning across digital, content, communications, design, web and events.
- Partner with Board-level and senior stakeholders to identify strategic opportunities, improve market visibility and support revenue growth.
- Build a robust marketing operating model with clear governance, reporting, resource planning, supplier management and departmental KPIs.
- Lead and mentor the marketing team, including succession planning, capability development and performance management.
- Use data, insight and market intelligence to identify opportunities, monitor competition and improve return on marketing activity.
- Ensure consistency of brand and marketing standards across the group, while enabling appropriate local adaptation where required.
- Oversee development of lead generation, customer retention and marketing automation initiatives in support of sales and customer experience.
- Represent the marketing function credibly with senior internal and external stakeholders, including agencies, suppliers, media and business partners.
- Champion continuous improvement, innovation and disciplined delivery across the function.
- Carry out any other reasonable duties consistent with the level of the role.

**N.B this list is not exhaustive, the job holder is required to carry out reasonable tasks within the level of skill and ability.**

## Skills, Knowledge and Experience

Criteria	Essential	Desirable
<b>Qualifications</b>	Degree in marketing, business, communications or a related field or relevant experience.	CIM qualification, postgraduate marketing qualification, or master's degree in a relevant discipline.
<b>Skills &amp; Knowledge</b>	Strong strategic marketing capability across brand, demand generation, digital, content, communications and performance analysis; ability to operate credibly with senior stakeholders; strong commercial and analytical skills; strong	Experience of marketing automation, CRM strategy, international brand governance, agency management and modern marketing technology stacks.

	<p>leadership and change management capability; excellent written and verbal communication; ability to translate complex technical propositions into clear market messaging. Skilled in digital marketing, campaign analytics, CRM management, and content strategy, with hands-on experience across Adobe Creative Suite, HubSpot, Google Analytics, and social media platforms.</p>	
<b>Experience</b>	<p>10+ years' marketing experience, including significant experience in a senior marketing leadership role; proven track record of developing and executing marketing strategy; experience leading multi-disciplinary teams; experience working in a larger organisation or multi-national group environment; experience of budget ownership and performance reporting.</p>	<p>Experience in B2B manufacturing, engineering, industrial or technical sectors; experience supporting international markets; experience modernising a marketing function.</p>
<b>Character</b>	<p>Strategic thinker; credible leader; commercially focused; highly organised; collaborative; resilient; improvement-oriented; confident decision-maker; committed to high standards and team development.</p>	<p>Able to balance strategic direction with practical delivery in a hands-on environment.</p>

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## **AESSEAL® overview**

AESSEAL® is part of the AES Engineering Ltd Group, a global engineering and reliability leader with sales exceeding £283 million. We design and manufacture mechanical seals and seal support systems that keep industry moving, and our innovations are engineered to minimise environmental impact, helping customers cut waste, save energy and combat climate change.

We're proud of an exceptional reputation and an equally strong commitment to social responsibility.

Careers at AESSEAL® are built on opportunity. We develop talent from apprenticeships upwards, give people room to grow, take on responsibility and progress into management roles.

Explore our day-in-the-life videos to meet the teams and see what your next role could look like. Employees are encouraged to make a difference beyond the day job, working with schools to inspire future engineers and entrepreneurs, sponsoring GUTS events, and driving our mission to achieve global Net Zero.

Our culture of excellence is recognised with 16 King or Queen's Awards and numerous ISO certifications across quality, health and safety, environment, cybersecurity and more. With year-on-year sales and profit growth, and over £61 million invested in facilities and machinery, AESSEAL® offers the resources, stability and ambition that make it a uniquely rewarding place to work.



## Our core values

Our purpose is to give our customers such exceptional service that they need never consider alternative sources of supply.

- We pursue excellence in order to continuously improve.
- We promote, embrace and manage change.
- We champion honesty and fairness.
- We are committed to protecting the environment.
- We create an environment where we are happy at work.

Our vision is to become the leading global reliability business, delivering solutions to help industries save water and energy, cut pollution, and create a better world.

Our focus - to us, the customer really is king. It is our focus on customer service and quality that has seen us grow year on year since we were established in 1979. Today we have 69 businesses in 108 locations, serving over 100 countries, and employ a global network of sales engineers and technical support specialists.



## The benefits

At AESSEAL<sup>®</sup>, we recruit and develop the most talented individuals, whether that's in engineering, sales, service, or support roles.

Working collaboratively across our global operation, we are one 'family' community, where teamwork is encouraged and clarity, mutual respect, and understanding are key. If you would like to find out more about our current vacancies and apprenticeship schemes, please navigate using the careers menu.

## What are the benefits to working for AESSEAL<sup>®</sup>?

- Pension Scheme including Salary Sacrifice
- Aspire to Retire Scheme
- Life Assurance
- Length of Service Scheme (5 years, 10 years, 15 years, 20 years, 25 years, 30 years and 35 years)
- Mindful Employer – Supporting Mental Health
- Cycle2Work Scheme
- EV Car Scheme – partnered with Octopus Energy
- BenefitHub – exclusive discounts, rewards and cashback
- STAR Awards - £250 Amazon Voucher
- Sporting Tickets
- Westfield Health cover at discounted rates
- Help@Hand – Employee Wellbeing and Mental Health
- AES Tree Walk
- Free On-Site Parking and EV Charging Facilities

