



## Marketing Manager

Istanbul, Turkey

Onsite / Full Time

**CPG Europe** manufactures high performance building materials in order to solve the complex challenges faced by today's construction industry. With over 1,400 employees across Europe, we are committed to shaping a world where buildings and structures save energy, last longer and exceed sustainability benchmarks.

### The Role

- Responsible for **CPG Turkey** and 7 leading construction brand companies within the group; **illbruck, Flowcrete, Nullifire, Tremco, Vandex, Dryvit, Nudura**
- Developed and executed new brand strategies, marketing programs and general business solutions resulting in increased company exposure, customer traffic and elevated sales numbers and achieve revenue targets.
- Identified value propositions and key messages for all of company's marketing campaigns. Created campaign solutions, presented results to the hub and within the company.
- Managed company's and all product brands' pressed materials, catalogues, flyers, marketing related collaterals
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Managed CRM platforms, Salesforce and created monthly reports and planned necessary actions to improve the results.
- Managed fair processes; stand designs, catering, promotions..etc.
- Developed and managed online & offline communication strategies.
- Built and developed company's eshop site & strategy to increase the sales & reach the KPI.
- Transformed & launch corporate and product brand websites and social media platforms to better engage customers and promote sales.
- Analyzed third-party opportunities (data) and investigated new growth opportunities.
- Consulted with global product development teams to enhance / launch products based on country's needs & expectations.
- Managed relationships with key industry partners and implemented promotional initiatives and activities to maximize marketing program performance and to elevate sales numbers.



### Skills and Qualifications

- University or Master Degree
- Minimum 5 years experience from marketing field
- English is a must
- Salesforce & SAP knowledge is a plus

### Contact

#### Please Apply Online

Please send your cover letter & resume to [info.TR@cpg-europe.com](mailto:info.TR@cpg-europe.com)

If you're still unsure, or would like to speak to someone about this role in more detail please do not hesitate to get in touch with us: +90212 438 44 66

### Benefits

- Remuneration & Reward: A competitive salary and attractive bonus
- Excellent Benefits: A range of attractive benefits (e.g. holidays, health insurance, meal tickets..)
- Opportunities to Grow: A variety of learning & development opportunities
- Internationality: Be a part of a growing international group.

### CPG Turkey

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