

[Sign in](#)[Home](#)

Global Graduate Programme – Marketing

Hempel - Darwen

Darwen

Passionate about a career in Marketing within a global organisation? Join our global graduate programme and become a Pioneer

Job profile:

“Pioneer” is the name of Hempel’s new Global Graduate Programme. One of the 16 exciting positions is based within the Decorative Europe Marketing team in Darwen, UK.

We are looking for a talented, ambitious and motivated Marketing Graduate with a passion for branding, digital marketing and market segmentation who can collaborate closely with our business teams to develop our marketing expertise both regionally and globally.

The graduate programme will consist of three rotations of approximately six months each. The first rotation will be within Marketing at Crown Paints based in the UK where you will be anchored in Brand Marketing, supporting the Crown Decorating Centres Marketing team.

The second rotation will be with our Commercial team in Copenhagen, Denmark and third rotation will be back in our Marketing team at Crown.

Your intensive on-the-job experiences will be combined with face-to-face learning modules together with your fellow Pioneer Global Graduates from across regions and global functions. A Hempel senior executive will be assigned to you as your personal sponsor and you will undergo intensive personal development throughout the programme.

Location:

You will be based at our Crown Paints UK headquarters in Darwen, Lancashire, approx. 20 miles north of Manchester, United Kingdom . During your 18 month graduate period, you will be spending six months in Lyngby, approx. 6 miles north of Copenhagen, Denmark.

Key responsibilities:

The role will allow you to gain insight and experience across various Marketing sectors within the business. For the UK rotation, your key responsibilities will be:

- Supporting the Marketing team with the business’ ecommerce growth ambition, including:
 - Ensuring offline Promotional and Marketing activities are effectively activated via the website
 - Creating engaging online content as part of the overall online traffic driving campaign
 - Overseeing the online activity calendar
 - Developing online sales and customer trends research reports, and presenting findings
- Supporting the team across digital marketing campaigns across digital advertising, PPC, SEO & customer e-shots
- Working with cross functional teams to support the Crown Decorating Centres new store opening drive
- Supporting the network of stores with bespoke Marketing requests

For your rotation to our Headquarters in Denmark, your key responsibilities will be:

- Developing a sustainable model for high level sizing of the Protective sector based upon analysis of steel output and trade

- Introducing new marketing concepts around:
 - Top down and bottom up evaluation
 - Use of technology in market sizing
 - Developing a process for determining market size at sub sector level
- Introducing new ways of working into a large organisation:
 - Change management
 - Aligning and gaining buy in from stakeholders
 - Introduction of the above defined processes into Hempel Global marketing

Qualifications and skills:

- You must have completed a business related undergraduate degree in Marketing, Digital Marketing, Business Management, International Management or a similar related degree, graduating in or by July 2019. Expected start will be between 1st of July and 1st of September
- Experience of internships within Marketing roles or living, working or studying abroad will be an advantage
- You are passionate about learning more about how to support a growing organisation towards reaching their strategic goals
- You know that your drive,dedication and engagement will support your aspirations to become an excellent leader and move into a management position at some point
- You believe that inspiring confidence, being socially committed, connecting to customers and constantly challenging are key factors to successfully driving business results

What we offer:

In Hempel we offer a variety of global career possibilities and many cross functional and cross cultural working relationships. We strive to create the right conditions for personal and professional development.

Our aim is that you continue your career with us after completing the Pioneer Global Graduate programme and accelerate your readiness towards taking on future leadership positions within Hempel.

Our rich heritage is something that we are incredibly proud of at Crown Paints. We have over 200 years of knowledge, passion and experience which goes into each and every tin we produce.

From our head offices in Darwen, Lancashire, across to our manufacturing site in Hull and our ever growing network of Crown Decorating Centres across the UK and Ireland, we are made up of over 1,100 highly engaged employees.

We have been a part of the Hempel Group since 2011.

Hempel - 11 days ago - [report job](#) - [original job](#)

Apply Now



Save this job

Other jobs you may like