

Market Segment Manager - Water

VACANCY: Market Segment Manager - Water

LOCATION: Covering the UK as a region.

ABOUT US:

AVK UK Limited is part of the AVK Group, who are market leaders in the design, manufacture and supply of valves, pipe fittings, hydrants and flow control equipment to the Water, Wastewater, Oil and Gas industries throughout the world.

We are currently recruiting for an experienced professional to join in this newly created role and engage with customers across all applicable markets/segment to provide actionable customer insights to the AVK businesses across the UK.

ABOUT THE ROLE:

In this role you will be fully acquainted with the AVK group product program and ensure we are maximizing product/solution coverage and mix across all markets/segments.

You will identify opportunities to present to the market a basket of AVK group products and solutions, develop and drive solutions to fill product gaps in the relevant segment.

This is a great opportunity for someone looking to join a market leading company to develop and grow your career whilst benefiting from the support and network of the group.

Key responsibilities include, but are not limited to:

- Own, identify, and map the key market trends across target segments/market for AVK in the UK, showing a clear understanding of the UK water market.
- Undertake market research, analysis and identify market trends within target segments.
- Search updates from target segments, tracking competitor activity and their positioning relative to AVK.
- Assess and feed into the commercial organisation relevant market pricing across related product/solutions and compare with competitor pricing.
- Provide market size and AVK share information, with competitor analysis necessary for the preparation of the 3-year business plan cycle.
- Monitor the customer/market needs & requirements to introduce product and solution innovations to meet the market need.
- Liaise and influence AVK in the UK's market positioning by:
 - Developing core positioning and messaging for products / services.
 - Review accuracy and suitability of website, and marketing literature, data sheets.
- Drive identification of new business opportunities within the target segments/market.
- Generate segment/market "leadership" papers for publication and presentation.
- Lead growth (business development) in assigned segments.
- Attend/report into the Techcom & Innovation meetings, providing customer/market insights.
- Influence relationships with the designated market segment for trade and industry bodies.
- Develop the implementation of industry specific strategy and product positioning for specific segments ensuring a lead positioning against competitive products and technology.
- Provide market feedback including the monitoring of customer approaches to the market.
- Update, maintain and expand our competitor database and our associated market intelligence.
- Monitor the performance of existing water products within our markets/segments to initiate activities for improvement.



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ABOUT YOU:

- Previous experience delivering insights across target segments, preferably within utilities.
- A sound knowledge of the UK water market
- Understand key influencers and translate market trends and intelligence into actionable changes to the product programme and solutions.
- Key communication skills, with the ability to influence and negotiate at all levels.
- Excellent organisation / time management skills.
- Experience and knowledge of lean systems and best practice.
- The ability to follow procedure whilst also possessing an innovative desire to improve.
- Curiosity and willingness to learn the company's business.
- Full driving licence.

WHAT WE OFFER:

- A culture of shared values, goals, attitudes, and business growth.
- Employee Assistance Programme (Welfare and Wellbeing).
- Competitive salary.
- Company car.
- 33 days holiday (including statutory Public Holidays).
- Life Assurance plan (x3).
- Company pension plan.
- Discounts and cashback across many high-street and online retailers (Supermarkets, Entertainment, Fashion, Days Out, Technology, Home and Travel).
- A blend of training to help your career development.

WORKING HOURS:

- 37.5 hours per week
 - Monday – Thursday 0815-1700
 - Friday 0830-1600

We know that our people make the difference in the AVK Group, and we are looking for skilled, passionate, and driven professionals to work with our inspirational leaders; to promote our culture, enable change and champion a lean environment.

APPLY NOW - Please send your up-to-date CV to careers@avkuk.co.uk

