

Trade Marketing Specialist



LOCAL SALES UNIT AND HIGHLY SKILLED COLLEAGUES
ROSKILDE

Do you dream of being part of a growing global company and a highly skilled international team? Do you want to advise and support the local sales unit? Do you desire challenging professional tasks in an environment where you can continue to develop yourself? Then this could be your next career move.

A key role in supporting the Danish sales unit for GF Building Flow Solutions / Uponor A/S

As a Trade Marketing Specialist, you will play a central role in supporting the Danish sales unit. You will work closely with key stakeholders in the Danish unit to create strong brand awareness, increase market position and drive commercial development. Based in the new office in Roskilde, you will be part of a dedicated European marketing team and report directly to the Danish Country CEO

Your tasks will range from being a strategic sparring partner to hands-on execution of a wide variety of activities. Ambitions are high, and based on the company's identity, values, and design guidelines, you will, among other things, work with:

- Developing and executing creative content across all platforms - from flyers and catalogues to social media and events
- Launching new products and driving local product marketing initiatives
- Implementing global and local marketing campaigns, writing press releases etc.
- Project managing, executing events, trade fairs, and customer conferences, organizing competitions in for instance in-store trade shops

Your daily work will be a dynamic mix of well-structured annual activities and exciting ad hoc tasks. You will have the opportunity to combine creativity with an analytical mindset and contribute fresh ideas that elevate the final result and ensure your work creates real impact.

Collaboration is key success factor in this role. You will work closely with skilled external partners, marketing colleagues across Europe, the Head of Marketing Europe, peers in sister companies in Denmark, and colleges in the group marketing function. Together, you will develop ideas and campaigns, act as sparring partners, and ensure overall alignment of the marketing strategy.

Your profile

It is essential that you are customer and business-oriented and are genuinely curious about understanding the industry, sales channels, and products.

Your background is likely a master's degree in marketing or a similar field. You have experience with a wide range of marketing tasks close to sales - ideally from a similar business or another industrial company, and preferably from a multinational organisation.

As you will interact a lot with your colleagues, you must be open and able to communicate clearly. You are proactive, have strong coordination skills, and combine good ideas with reliable execution. You thrive both when working independently and as part of a team.

You are familiar with Microsoft Office, Salesforce and graphic tools and you naturally take a hands-on approach. You communicate fluently in both Danish and English (English is the corporate language).

You will be based in Roskilde, Zealand, sharing a modern and welcoming office with colleagues and two other GF companies. The location offers a pleasant atmosphere and a good canteen scheme.

We offer

Join the team to be part of a forward-thinking, people-centered company where your ideas and contributions truly matter. You will be part of a leading, international and growing organization with a highly dedicated team, an engaging culture, and interaction with business professionals.

Your daily work will take place in a inspiring environment and in the exciting field of local and global/European marketing. You will play a key role in ensuring strong anchoring of the GF brand in the Danish construction industry and in unlocking the brand's great potential.

Both nationally and internationally, exciting career possibilities await you through training and capability building. Competitive conditions and flexible hybrid work are part of the package. Read more on Career at GF/Uponor

Click on 'apply job' and send us your CV. If you want to know more about the position, please contact Mrs. Lene Mølholm, Partner at PeopleLink at +45 4236 3975.

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READ MORE ABOUT GF BUILDING FLOW SOLUTIONS

Uponor A/S has become part of the global Georg Fischer Company with HQ in Switzerland and has embarked on an inspiring journey. Uponor is part of the Building Flow Solutions Division, which is a leading international provider of systems and solutions for safe drinking water delivery, energy-efficient radiant heating and cooling, and reliable infrastructure. With a strong focus on sustainability, the company works closely with the construction industry and seeks innovative solutions to ensure that systems are effective and reliable.