

Marketing Specialist



STRONG DANISCH SALES UNIT • NEXT CAREER MOVE
ROSKILDE

Do you want to advise and support the local sales unit while working closely with dedicated, ambitious colleagues? Do you dream of being part of a highly skilled international team where you can continue to grow? And do you want challenging professional tasks? Then this could be your next career move.

Create strong brand awareness, creative content & increase market position

As a Marketing Specialist, you will play a central role in supporting the Danish sales unit. You will work closely with ambitious colleagues to create strong brand awareness, increase market position and drive commercial development. You will develop ideas and campaigns, act as sparring partners, and ensure overall alignment with the marketing strategy.

Your tasks will range from planning the yearly activities and being a strategic sparring partner to hands-on execution of a wide variety of activities. Your target group consists of wholesalers and their stores, as well as installers and their employees.

Ambitions are high, and based on the company's identity, values, and design guidelines, you will, among other things

- Develop and execute creative content across all platforms - from in-store material to professional and social media
- Assist the sales organisation with launching new products and drive local product marketing initiatives
- Implement global and local marketing campaigns – from versioning of material to own creative solutions
- Plan and execute events, trade fairs and customer conferences and competitions

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 and fresh ideas that elevate the result and ensure your work creates real impact.

You will be part of a dedicated European marketing team and report directly to the Danish Country CEO. You will work closely with skilled external partners, marketing colleagues across Europe and peers in sister companies in Denmark.

Your workplace is 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

Ambitious marketer – responsibility combined with collaboration

It is essential that you are customer and business-oriented and have an interest in understanding the industry, sales channels, and key selling points – including product-related ones. You are ambitious and look forward to taking on independent responsibility while continuously contributing and developing your skills.

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

As you will interact frequently with your colleagues, strong collaborative skills are important. You are proactive, a quick learner, and combine strong ideas with reliable execution. You thrive both when working independently and as part of a team.

You will work with Microsoft Office, Salesforce and graphic tools and you naturally take a hands-on approach. You communicate fluently in Danish and are comfortable using English as the corporate language.

Play a key role, and exciting career opportunities await you

Join the team to be part of a forward-thinking, people-centred 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 an 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 [Karriere hos 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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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.