

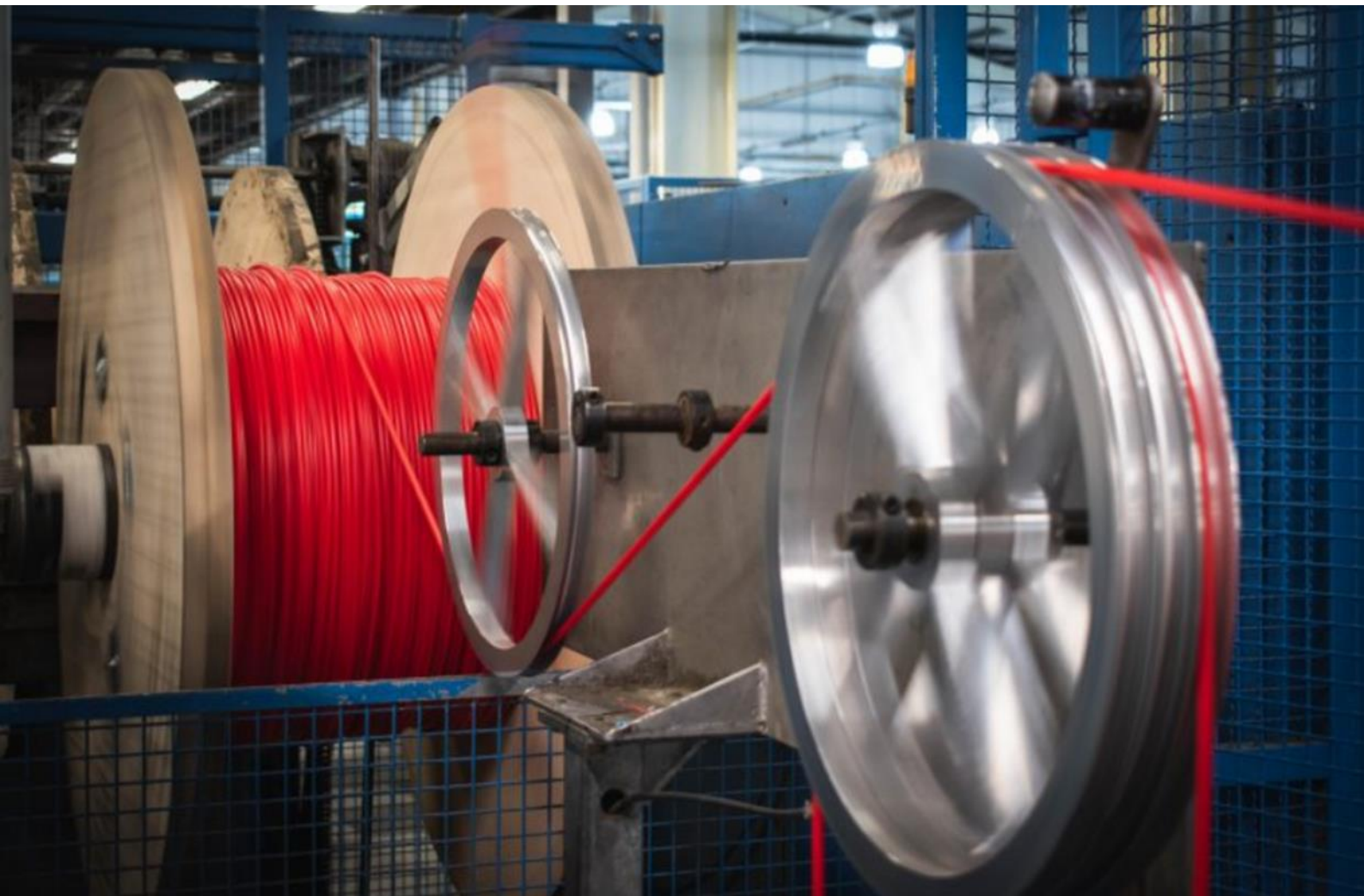


POSITION PROFILE

PR/Brand Manager



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Headquartered in Scotland with investment from overseas sources, Emtelle is a British manufacturing success story that has consistently sat at the cutting edge of manufacturing innovation and excellence. The business has a strong growth profile with 2022 revenues at c€425m and projections of c€550m next year. Emtelle is known globally as an innovator and outlier in an industry where commoditisation is a reality for most manufacturers. They were the first business to refine blown fibre optic tubing and have continued to innovate in line with the digital tidal wave that demands ever-increasing infrastructure capability.

Emtelle runs a sophisticated manufacturing operation producing complex innovative systems for customers in a matter of weeks as opposed to months or years. The business employs c800 people globally and has manufacturing capability across seven sites as well as additional sales locations across the world serving customers in over 100 countries.

The UK is the primary revenue engine for Emtelle, building on a 20-year legacy of consistent high-quality solution delivery to major telecoms providers such as BT and Virgin Media. Emtelle will continue to grow and innovate in the UK, however the business has pursued an aggressive international M&A and direct investment programme which is now well established and making significant in-roads in global markets.

The unique combination of solving customer challenges through innovation and then delivering against those newly created solutions has proved to be a potent, high-margin business for Emtelle. Emtelle's solution offering is diverse, covering multiple market segments and sectors. It is best known as the global leader in blown fibre and ducted network solutions but is also highly successful in sectors including drainage, power and ITS for the highway and rail sectors. Emtelle's manufacturing knowledge, track record, international capability and industry awards place them in an exceptional position to capitalise on the continuing digital trend.

In 2022, Emtelle invested in its first factory in the US and is putting the finishing touches to this 300,000-square-foot manufacturing site in Fletcher, North Carolina, from where it plans to significantly build its position across North America.

In 2023, Emtelle signed an agreement to build and establish one of the world's largest factories for the manufacture of fibre optic ducting and pre-connectorised solutions in Abu Dhabi. Investing around \$50m, the agreement is build-to-suit, in partnership with Khalifa Economic Zones Abu Dhabi – KEZAD Group. This should allow Emtelle to boost its presence in key markets including the UAE, Egypt, Jordan, Morocco, Iraq, and Oman, as well as the Philippines, Thailand, Indonesia, Australia and New Zealand.

## Emtelle's core values:

- Excellence
- Innovation
- Empowerment
- Teamwork
- Integrity
- Respect

For more information, please visit Emtelle's website: <http://www.emtelle.com>.





<b>Position Title:</b>	PR/Brand Manager
<b>Reports to:</b>	Chief Marketing Officer
<b>Location:</b>	Scotland, UK

As the Brand/PR Manager, you will be responsible for developing and executing strategic brand and PR initiatives that elevate Emtelle's brand reputation, increase brand awareness, and drive customer engagement across various channels. You will work closely with internal stakeholders and external partners to ensure that our brand messaging is consistent, relevant, and impactful.

## Role Priorities

- Develop and implement comprehensive brand and PR strategies that align with the company's goals and objectives
- Manage and control company communication, both internally and externally
- Work closely with cross-functional teams to ensure brand messaging is consistent and relevant across all channels, both internally and externally
- Develop and manage relationships with key media outlets and influencers to drive brand awareness and thought leadership
- Plan and execute PR events, exhibitions, press releases, and other communications initiatives to promote the company's brand and products whilst assessing ROI
- Develop and manage Emtelle's social media channels, including content creation, community management, and monitoring of data
- Manage brand guidelines, messaging, and tone of voice across all channels, ensuring consistency and alignment with the company's values and mission
- Collaborate with product teams to develop product launch strategies that align with overall brand positioning and messaging
- Develop and maintain a comprehensive understanding of the competitive landscape and industry trends to inform brand and PR strategies



The ideal candidate should possess previous experience of having recommended, implemented and executed strategic PR and brand strategies across multiple geographies and cultures.

## Qualifications, Skills & Experience:

- Degree in marketing, communications, or a related field, or alternatively qualified by experience in such areas
- At least 5 years of experience in brand management, PR, or marketing communications, ideally in a global manufacturing business
- Strong written and verbal communication skills, including the ability to create compelling content and communicate complex ideas to various stakeholders
- Demonstrated success in developing and executing brand and PR strategies that drive brand awareness, customer engagement, and business results
- Excellent project management skills, including the ability to manage multiple projects simultaneously, prioritise tasks, and meet deadlines
- Strong interpersonal skills and the ability to work collaboratively with cross-functional teams and external partners
- A proactive, results-oriented mindset with a strong sense of accountability and ownership
- Proficiency in Microsoft Office Suite, Adobe Creative Suite, and social media management tools
- Creative and innovative in nature

There may be some travel around the world supporting the other Entelle locations and clients.





A highly attractive financial package is available to the successful individual and will be commensurate with the background and experience required for the role.

For more information please contact Ali Shaw or Kirsty Sim at Livingston James.



**Ali Shaw, Director**

T: 07915 028310

E: [alishaw@livingstonjames.com](mailto:alishaw@livingstonjames.com)



**Kirsty Sim, Head of Research**

T: 07538 799711

E: [kirstysim@livingstonjames.com](mailto:kirstysim@livingstonjames.com)

## The Recruitment Process

Initial interviews will be with our retained advisors at Livingston James.

Subsequent stages will be held with Emtelle and confirmed in due course.

Interviews will be carried out both in person and virtually as required and as is practical.