

# WE'RE HIRING

## WHO WE ARE

Sumitomo SHI FW (SFW) is a global, innovative provider of energy and environmental technologies and services focusing on high efficiency and flexible generation of energy. Our solutions range from our world leading circulating fluidized bed (CFB) technology to long-duration energy storage solutions (Liquified Air Energy Storage, CRYOBattery™), flue gas cleaning, gasification, waste heat boilers, and a full spectrum of services for the global power and industrial markets.

Our vision is to continuously broaden our portfolio of products and services for the decarbonization, decentralization, and digitalization of the energy industry by advancing our in-house technologies and developing further alliances with new partners. Our goal is to provide sustainable energy solutions for a wide portfolio of customer needs in the fields of power generation, storage, and network services. The quality and service provided by Sumitomo SHI FW rely on our 1,500 talented people with deep know-how and experience in the industry. We are a part of Sumitomo Heavy Industries Ltd. For more information, please visit: <https://www.shi-fw.com/>

Sumitomo SHI FW is now offering an exciting job opportunity for:

## Manager, Marketing & Communications

Place of work: **Espoo or Varkaus**

### ROLE

**Are you an experienced marketing professional who can plan and lead marketing campaigns, drive brand engagement and enhance our digital marketing?**

As Manager, Marketing & Communications you will be responsible for managing our corporate branding, marketing plans and maintaining our digital presence to support the wider corporate strategy and business development activities.

Key focuses of the role will include:

- **Corporate brand management;** increasing brand awareness and developing corporate identity and visuals.
- **Develop and implement marketing plans;** create and update customer journeys, identify and implement the best way to approach targeted audiences, select tools and channels.
- **Campaign management;** plan and execute targeted campaigns, ensure quality lead generation through promotion activities, developing and maintaining marketing partner network.
- **Digital marketing;** Developing, implementing and optimizing our digital marketing campaigns across channels, managing customer communities and social media accounts, planning and coordinating trade shows, webinars and publication of articles.

- **Communication;** managing our corporate website and internal communications, driving content creation, press releases, newsletters, brochures and graphic materials.

## REQUIREMENTS

- Master's degree in marketing or similar.
- Minimum 5 years' experience in business and international marketing.
- In depth understanding and proven results of B2B digital marketing tools and online community building and management.
- Solid know-how to run online marketing campaigns internationally as well as live events.
- Strong communication skills, ability to build and maintain internal and external networks.
- True passion for customer engagement in the digital world and the ability to create a dialog with customers and prospects.
- Independent and solution-oriented attitude to work.
- Fluent in spoken and written English.

## WE OFFER

In this position, you will have the opportunity to develop and drive the marketing efforts in a global environment and contribute to transitioning the energy industry to a net zero-carbon world. You will be working together with a team of experienced and passionate people in business development, innovation, and project execution where new thinking and a passion to innovate and grow is encouraged.

You will report to VP, Strategic Development & Marketing and location will be in Finland in Espoo or in Varkaus.

### **For further information:**

Mr. Stefan Nygård, VP, Strategic Development & Marketing:  
stefan.nygard@shi-g.com or + 358 40 867 6784. Availability for phone discussion on **Dec 21<sup>st</sup> 2020 at 10:00-12:00 (EET), Jan 5<sup>th</sup> 2021 at 10:00-12:00 (EET).**

This posting will remain open until January 10<sup>th</sup> 2021.

## How to apply

Please send your CV and application letter to [sfw.FI-recruitment@shi-g.com](mailto:sfw.FI-recruitment@shi-g.com).