

Trainer

JOB TYPE: Full Time
WORKING PATTERN: 5 days @ 40hrs per week, Monday to Friday
POSITION REPORTS TO: Marketing Manager
LOCATION: Festool HQ, Bury St Edmunds, Suffolk*

SUMMARY

100 years of Festool

Our passion for high-quality power tools has continued for more than 100 years. Every tool can only be as good as the person behind it. Therefore, we at the Festool Group are looking for employees who, together with their 2,700 colleagues, want to make a difference. Employees who want to be there when we help professional craftsmen to achieve outstanding success. Immerse yourself in our world - and experience how proud it is to build the best power tools in the world in a family business.

DESCRIPTION

The focus of the Trainer is to be a product technical expert. To understand the various applications the tools can be used for (be practical and hands on) and be knowledgeable of the industry. A Trainer needs to be an effective communicator who can explain technical and practical applications to a wide variety of audiences and learning abilities. A Trainer needs to be confident at being on camera. There will be a strong emphasis on producing both technical and inspirational videos to educate our audience (working closely with the marketing team). The Trainer will need to provide an extensive training programme for internal teams (especially sales) and being the product expert at various national and dealer events.

*Approx 25% of working time will involve national travel.

KEY DUTIES

| Role | Responsibilities | % | Purpose |
|------------------|--|-----|--|
| 1. Video Content | Technical creation <ul style="list-style-type: none"> Produce technical product videos x 20 per year Focus on application-based videos Proactively promote and improve our Media Centre (video library of assets) | 25% | Drive the annual revenue target by engaging with our end customers to create the demand and sales pull through |
| 2. Events | Support marketing/sales led events <ul style="list-style-type: none"> Be the product expert – hands on demos, answer technical questions Deliver inspirational content (occasionally be on stage/seminars) | 25% | Leverage the event to deliver ROE & ROI – that drive sales |

| | | | |
|--------------|--|-------------|--|
| | <ul style="list-style-type: none"> • Drive the link between product demos, with the commercial goals of the business | | |
| 3. Training | Build a training programme across all segments <ul style="list-style-type: none"> • Internal sales – attend HQ training events x 3 pa/ and relay info to sales team x 3 per annum • Deliver ad hoc training to other internal teams • Maintain and manage the product training room (Experience Academy) – ensure it is clean, organised, equipment up to date | 25% | Deliver product training that advocates the brand and products |
| 4. Marketing | Proactively work as part of the team and on ad hoc projects as they arise <ul style="list-style-type: none"> • Build relationships with key stakeholders • Control and optimise specific budget • At all times represent the brand guidelines • Pro-actively attend training courses /seminars to be technically up to date and digital savvy with the latest techniques | 25% | Flexibility & teamwork |
| TOTAL | | 100% | |

PERSONALITY

The role requires a self-driven, organised and technical person who can manage several projects and can work with multiple internal and external customers. Working within the Training /Marketing team, the candidate needs to be flexible and prepared to assist with other functions as required. You must be comfortable in working with colleagues at all levels within the UK & IE business.

KEY COMPETENCIES

- Technical/ product expert, either gained thru working in the industry either as a professional craftsperson, or lecturer/ trainer
- Demonstrable technical and practical experience
- Previous experience in B2B & B2C Marketing, Training or Sales
- Excellent communication skills both written and verbal
- Excellent project management skills
- Solid team working skills
- Self-disciplined and efficient, with a flexible and proactive nature
- Ability to work to deadlines
- This role will involve regular use of power tools, manual lifting, preparation of wood/materials and setting up trade stands. Some items can weigh over 20kg.

KEY QUALIFICATIONS

- The role will require driving / company vehicle provided – so a full driving licence is required
- Ideal candidate will have a technical qualification i.e. teaching/training qualification
- Proven experience within a technical/ practical role
- Microsoft office packages
- Knowledge of Microsoft / Video editing would be beneficial

COMPANY BENEFITS

- 29 days holiday
- Buy up to 5 additional days holiday
- Group Income Protection
- Group Life Insurance
- Pension
- Private Healthcare

APPLY TO:

Please apply in writing to Nicola Gregory, HR Department (nicola.gregory@festool.com)

Festool UK is an Equal Opportunity Employer that is committed to inclusion and diversity.