



Graduate to Export



Graduate Executive

(Market Development)



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blocblinds[®]

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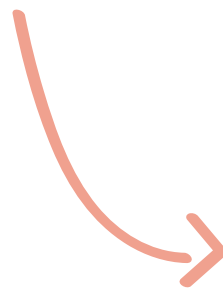
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We look forward to hearing from you!

Dear Graduate

Graduate Executive (Market Development)

Are you looking for a new challenge with an award-winning and dynamic innovation Company?

Bloc Blinds, a designer and manufacturer of innovative and award-winning blinds, are currently recruiting for passionate and motivated individuals for their emerging opportunities within Europe and/or USA.

This is an exciting opportunity to join an ambitious and energetic Company, with plans for growth, including internationally, and who are building an excellent team to support, develop and promote our innovative products.

We look forward to hearing from you as we are excited to tell you more about this fantastic programme and the project, we have for you!

For more information about this exciting opportunity please do not hesitate to contact me or simply send your CV before the closing date.

smcerlain@blocblinds.com

Yours sincerely

Sinead McErlain

Head of HR

Bloc Blinds

Established in 2009, by Founder and Managing Director Cormac Diamond, Bloc Blinds has grown from its humble beginnings in Draperstown, Northern Ireland to become a global player and one of the UK's leading designers and manufacturers of innovative blinds and skylight systems.

Celebrating its 10th Anniversary in 2019, the company currently employs over 100 staff at its manufacturing headquarters in Magherafelt. Innovation is at the heart of Bloc's growth strategy - Bloc Blinds now sell globally to a range of sectors through various channels - online, retail and B2B and have an additional manufacturing facility in Europe.

In March 2020, the company repurposed its production line to produce PPE for healthcare workers and has opened Northern Ireland's first dedicated PPE manufacturing facility near its headquarters in Mid Ulster.



Our Vision

To be recognised as a global brand in the solar shading industry

Our Mission

Through connecting with and serving our customers, our mission is to inspire them to desire our patented products through clear communication, innovation, and support. Our customers will be our clients for life.

Our Values

- | | | |
|------------|--|--|
| Respect | | Respect for each other and our customers |
| Loyalty | | Through quality and service, we will have a loyal customer base |
| Commitment | | We all work for Bloc Blinds because we want to |
| Innovation | | The sustainability of our company is determined by the want to learn and improve |

Graduate to Export

An exciting opportunity



Graduate Executive - Market Development

At Bloc Blinds we are known and have received recognition for our new ways of thinking. We look at the blinds industry from the outside in. To innovate one should drift from conventional paths. As a result, we have come up a range of unique shading solutions that will turn the industry upside down. As a company full of inventors, innovation is at the core of everything we do. We are continually developing and adding to our product range and venturing into new markets.

In line with our ambitious plans, this role will support the business growth by carrying out market research for new opportunities in Europe and/or USA.

As part of the Graduate to Export Programme, for the first 6 months of the project you will be based in Northern Ireland, learning from our fantastic team at HQ in Magherafelt, getting to know the business and starting the training programme. This training consists of export skills training and mentorship provided by Ulster University and the Institute of Export.

The following 12 months you will then travel and live in Europe and/or Netherlands undertaking the market research programme with support from us, along with academic and company mentors.

About the role

Working with the Growth and Marketing teams, you will support business growth through several market research initiatives such as market trends, competitor activity, customer activity and emerging market opportunities.

You will be required to use both quantitative and qualitative methods and consolidate information into actionable items to drive direction and decision making with existing products and for new product opportunities.

This role will provide experience in a range of research activities including various research methods and data analysis.



Key aspects of the role:

- Set up & manage the research process, communicating with the wider Growth and Technical teams to help research key strategic projects and initiatives.
- Work with internal and external stakeholders to generate data and market information such as market research agencies, customer both B2B and B2C.
- Work with third parties and utilise external tools and support to identify specific market information as needed.
- Gathering data, tracking consumer, industry, market, and technology trends. Creating and cataloguing findings into usable datasets, databases, and profiles.
- Analysing both quantitative and qualitative data.
- Sharing your insight in written reports and presentations, at all levels and with exposure to all teams in the business.
- Collecting data on consumers, competitors and marketplace and consolidating information into actionable items, reports, and presentations.
- Understanding competitor tactics, market share, market position to identify business threats, opportunities, and trends.
- Conduct market research on competitors, products, and emerging global market trends.

About you

To be eligible to apply you must

- Have a Pass Degree (this can be in any discipline)
- Be a recent graduate, with 'recent' defined as having graduated in the last five years
- Willing to relocate outside Northern Ireland for up to 12 months and have the appropriate language skills for that market (German & Dutch preferably)

Or Alternatively - If currently living in EU or elsewhere be willing to relocate to Northern Ireland for the first 6 months of the programme

- Have a pre-existing legal status to live and work in Northern Ireland
- It would be preferable if you have previous experience working in the manufacturing/engineering sector



About You

- Strong interpersonal skills with the ability to build and develop relationships with key players
- A great communicator with good negotiation skills.
- The ability to prioritise workload
- Can work off your own initiative, but also appreciate and participate in the team
- You can think on your feet, see the big picture and want to grow with a company who wants to grow you.

In return for your hard work and commitment, you will receive:

- Competitive salary
- A company culture that really makes you feel part of something great
- Opportunities for training and development
- But most importantly..... the Programme provides you with a pathway to secure a fully funded Post Graduate Diploma in International Marketing!
- AndA team of aces to work with!

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