

Marketing Manager

Would you like to drive BWSC's marketing strategy, strengthen our brand, and deliver impactful market intelligence?

BWSC – Ever better energy!

Join us in our mission in building a world of sustainable energy and make a meaningful impact on the world of power generation and energy conversion.

BWSC is a leading player in the power generation industry, specializing in the service, operations, and maintenance of power plants. We are at the forefront of sustainable energy solutions, working closely with Original Equipment Manufacturers (OEMs) to develop and construct cutting-edge power-to-x facilities. Our commitment to excellence, innovation, and environmental stewardship sets us apart in the industry.

What will you be doing?

We are seeking a dynamic and experienced Marketing Manager to play a pivotal role in driving our marketing strategies, enhancing brand visibility, and delivering actionable market insights. You will collaborate closely with sales, technology, operations, and senior management, ensuring BWSC remains informed and strategically positioned in a competitive market.

Primary tasks:

- Develop and execute comprehensive internal and external communication strategies.
- Oversee branding initiatives, ensuring alignment with corporate values and positioning BWSC distinctively in the marketplace.
- Conduct in-depth market intelligence, providing actionable insights and strategic recommendations.
- Develop segment-specific marketing strategies and establish strategic industry partnerships.
- Collaborate with internal stakeholders to support effective product management and positioning.
- Manage and optimize the marketing budget, ensuring effective resource allocation.

Qualifications

You are passionate about impactful marketing in a B2B environment - proactive, and thrive in a dynamic, international company.

- Bachelor's degree in marketing, Business Administration, Engineering, or a related field (Master's preferred).
- 5+ years' experience in marketing, preferably within the services or construction industry.
- Strong knowledge of market research methodologies, branding principles, and product management.
- Familiarity with the energy and/or construction sector.
- Excellent communication skills in English, both verbal and written.
- Proficient with digital marketing tools, CRM systems, and analytics platforms.
- Strong analytical abilities with a results-oriented mindset.

What do we offer?

By joining BWSC you get the chance to impact and contribute to meaningful projects that promote sustainability and environmental responsibility. We offer an exciting position in a dynamic, skilled, and collaborative work environment. Further we promote opportunities for professional development and growth.

We have a good canteen, fitness facilities, and an active Staff Club contributing with various types of events and activities. Our HQ is placed in Allerød, near the train station and only a 30 min ride from centre of Copenhagen.

We look forward to hearing from you

We will review applications and proceed with relevant candidates on an ongoing basis, so please make sure to apply as soon as possible – and no later than 21 April 2025. We look forward to receiving your application.

BWSC wants to promote equality and diversity. We encourage all qualified candidates to apply - regardless of ethnic background, gender, sexual orientation, disability, religion, or age. We therefore recommend not stating age etc. on application documents.

Get to know us even better at our website, www.bwsc.com, where you can learn more about our

projects, our strategy and what we want to achieve at BWSC.

BWSC no longer receive, or handle applications received via email due to the directives of the GDPR. For your application to be processed, you must submit your application via our online recruitment system.

About BWSC

Burmeister & Wain Scandinavian Contractor A/S (BWSC) is a global power plant Operation & Maintenance and technical service provider with engineering expertise, enabling power plant owners to deliver cleaner and affordable energy. We are experts in servicing, upgrading, operating, and maintaining energy systems for diesel, natural gas, and renewable baseload power plants. We help our customers increase reliability and availability of energy production, improve efficiency and performance of their power plant, design and integrate future-proof technologies, and secure lower cost of maintenance. At BWSC, we work with customers in Europe and beyond to tackle energy storage, carbon capture, Power-to-X and related energy transition challenges.

Our people are at the core of everything we do and key to a positive relationship with our customers. We invest in our people and their wellbeing, to ensure continued success and growth of the company.