



Day in the Life
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Final

Day in the Life of Marizel Le Roux Marketing Coordinator at Hörmann UK

In this article we meet Marizel Le Roux and get a brief insight into her new role as Marketing Coordinator within the Marketing Team at Hörmann UK.

How long have you been with Hörmann?

I've been working for Hörmann for the past 10 months, even though it seems a lot longer. Before I was working in Higher Education as a Senior Marketing Assistant at the University of Derby, after graduating with a First-Class degree in Business Management and Marketing.

What is your job at Hörmann?

I am employed within the Marketing department as a Marketing Coordinator, working alongside David O'Mara the Marketing Manager and Bella Kemp who has also recently joined the company as a Marketing Assistant. My specific role is the development and organisation of promotional campaigns for both the domestic and industrial markets, working closely with both creative and media agencies.

What training was required?

The majority of my training has been product related. Hörmann has an absolutely huge product range, so the emphasis has been very firmly on getting to grips with the key products for both the domestic and industrial market sectors. We are all really lucky at Hörmann as we have access to the Training Academy and an excellent showroom facility that can be used for training purposes, and there's always someone really knowledgeable on hand if you need help.

I'm really enjoying having actual products to promote and it is great being able to put the knowledge gained during my degree into action.

What does a normal day look like?

What I particularly like about my job at Hörmann is that every day is different. One day I might be working on a new product launch campaign and attending a video shoot, and the next I could be planning the stand for an exhibition and organising product to be shipped over from Germany.

I am also really involved in Hörmann's social media activity, posting activity on all platforms and I have been instrumental in introducing Hörmann to paid social media to support our attendance at the FIT show.

The joy of my job is that there is such a variety in my day-to-day work coupled with lots of interaction with our sales team, dealers, and external agencies. It is certainly never dull.

What are the best and most challenging parts of the job?

The best part of my job is working with the great team at Hörmann and the huge variety of projects that I get to be involved in. The Marketing Department is a tight-knit, fast-paced environment, which is a definite plus for me

The most challenging aspect of my role is the huge variety of products that I need to know - there's no doubt that this will take some time.

Have you worked on any interesting projects?

Even though I have only been with Hörmann for 10 months, I've been given the opportunity to organise and run many of my own projects. Since joining I have worked on setting up an online training academy, new product launches, the launch of a digital booking system for our Domestic and Industrial Training, the FIT Show, the Ideal Home Show Glasgow, and the Partner Standard programme - the list just goes on. Lots of variety and all extremely rewarding to see come to fruition.

What have been your proudest moments at Hörmann?

Planning and developing the Partner Standard scheme and seeing how fantastic our stand looked at the FIT show. It was really great to be able to welcome so many visitors onto the stand and to receive such positive feedback. It was a real team effort and a great experience.

How do you unwind after a busy day at Hörmann?

After a busy day I like unwind by either going to the gym or for a long walk, it helps to clear my head and get me ready for the next busy day

For further information on Hörmann UK call 01530 516868 or visit

<https://www.hormann.co.uk>

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