



# Join a high-performing group with a purpose: to grow a safer, cleaner, healthier future for everyone, every day.

We are hiring for the **Head – Strategic Marketing** in the Halma company **HFI**

Location	Business Unit	Report to
Delhi / Noida	HFI	President-HFI

## About us

Halma is a global group of life-saving technologies companies, driven by a clear purpose. We are an FTSE 100 company with headquarters in the UK and operations in 23 countries, including regional hubs in India, China, Brazil, and the US.

Our diverse group of nearly 50 global companies specialize in market leading technologies that push the boundaries of science and technology.

For the last 42 years, the combination of our purpose, strategy, people, DNA and sustainable business model has resulted in **record long-term growth in revenues and profits and an increase in dividend by ≥ 5% every year** – an achievement unrivalled by any company listed on the London Stock Exchange.

Halma India fulfils the potential of the region by harnessing the diverse talents, expertise, infrastructure, and operational resources.

We have a team of over 200 professionals representing commercial, digital and support functions across our seven offices in India, two in Bengaluru and one each in Delhi, Mumbai, Thanjavur, Vadodara and Ahmedabad.

## Why join us?

We offer a safe and respectful workplace, where everyone can be who they 'REALLY' are, feel free to bring their whole selves to work and use their unique talents, knowledge, expertise, experiences, and backgrounds to create meaningful outcomes.

We nurture entrepreneurial spirits and empower them to think beyond the possibilities, to discover, shape and build their own unique stories. We promote and support non-linear career growth for the right talent.

We are simple, humble and approachable, and we believe in leadership at all levels to bring our purpose to life. Everyone at Halma India makes an impact, and so do you when you join us!

Halma India is an equal opportunity employer, which means the base of our recruitment decisions is always on skills, competencies, attitudes, and values. We are committed to hiring from diverse backgrounds without regard to age, ethnicity, religion, marital status, disability status, sex, gender identity, or sexual orientation.





## Detailed job description

### About Halma company HFI

HFI combines market leading brands (Apollo, Advanced, Firetrace, FFE, Argus, Ampac & Veiga) within the fire detection and safety industry. Each brand has a unique identity, niche market presence, a distinct product range and a long, successful history. These products are manufactured globally across UK, Europe and USA. All the Halma Fire companies invest heavily in R&D and have dedicated R&D centres. HFI has its own manufacturing facility in India.

At Halma we are focused on cultivating the right environments where curious, entrepreneurial and ambitious people can think differently and work collaboratively to help us to achieve our purpose. Halma's culture reflects the collective capabilities of our people and is one of our unique strategic assets. It attracts high achievers with low egos, striving to make a positive difference in the world.

### Position Objective (The purpose of role in current business/market scenario)

We are looking for a highly driven and motivated individual to join the HFI. As part of the leadership team, you will shape the future of this business as we implement our growth strategy which puts solution centric approach and customers at the heart of the company. Your challenge is to continually evolve the future product roadmap and corresponding go-to-market strategies which will accelerate our businesses growth whilst supporting sales with traditional and digital marketing communication.

As part of the India leadership team, you will:

- lead the strategic transformation of the India Fire business into a full Operating Company
- be responsible for building marketing strategies based on business priorities, competitive positioning and needs of the market.
- Work with your fellow functional leaders to set the strategic direction for the company

### Responsibilities (KRAs / deliverables / job expectations)

- Strategic planning and leadership
  - Develop and lead the long-term product and marketing strategy
  - Market analysis to identify trends, opportunities and competitive dynamics
- Customer Insights generator
  - Understanding customer needs, preferences and behaviours across all customer touch points
  - Identify key accounts to be developed
- Brand building and positioning
  - Drive initiatives (e.g., technical seminars, events, whitepapers) to position HFI as an industry authority
  - Work with the hub marketing & Comms team for brand building and awareness

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	<ul style="list-style-type: none"> <li>• Creating a strong pipeline of ideas which will help business to grow &amp; sustain. Question the status quo to bring in disruptive ideas</li> <li>• Partner with sales leaders to support pipeline creation and revenue growth Product management</li> </ul>
<b>Academic Qualifications</b>	<ul style="list-style-type: none"> <li>• BE / BTech / Equivalent in Electrical / Electronics / Computers / Science.</li> <li>• Postgraduate in Marketing / or equivalent field will be an advantage</li> </ul>
<b>Experience (exposure)</b>	<ul style="list-style-type: none"> <li>• 15+ years overall experience in Sales &amp; Marketing.</li> </ul>
<b>Key attributes (critical functional competencies)</b>	<ul style="list-style-type: none"> <li>• Strategic Planning</li> <li>• Market Intelligence &amp; Analytics</li> <li>• Product &amp; Portfolio Marketing</li> <li>• Brand &amp; Communication</li> <li>• Channel &amp; Customer Engagement</li> <li>• Leadership &amp; Team Development</li> <li>• Ability &amp; exposure to analytics tools and platform will be an added advantage.</li> </ul>
<b>Competencies (fundamental skills and attitudes)</b>	<ul style="list-style-type: none"> <li>• Business &amp; Customer Orientation</li> <li>• Leadership &amp; Team Development</li> <li>• Collaboration &amp; Influence</li> <li>• Agility &amp; Adaptability</li> <li>• Integrity &amp; Professionalism</li> <li>• Innovation Mindset</li> <li>• Execution Excellence</li> <li>• Proactive Ownership and Accountable.</li> </ul>

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