

Our client is an internationally renowned company. As a proactive and innovative marketing personality, you like to stay on top of the latest trends. Are you ready to become a part of this success story and make things happen?

We're seeking somebody with an entrepreneurial mindset to fill this exciting position.

MARKETING DIRECTOR 100%

What you move

- Developing and pursuing the overarching corporate marketing strategy while taking full responsibility for annual planning, success monitoring and budget management
- Taking full responsibility for the strategic and operational conception, planning and implementation of all brand building and marketing measures (both online and offline)
- Actively managing the Marketing & Communication, Consumer Activation, CRM, Event & PR segments as well as overseeing the Creative department
- Assuming primary responsibility for defining, reporting on and monitoring the relevant KPIs, as well as performing in-depth market analyses, identifying market trends, and evaluating and fine-tuning the company's own marketing mix
- Serving as an interface, which involves building, maintaining and reinforcing relationships with internal and external stakeholders as well as agencies
- Providing operational and situational leadership management as a coach, mentor and sparring partner across two management tiers

What you bring

- A bachelor's or master's degree in marketing or business administration
- At least eight years' experience in a similar management leadership position for marketing, whether in consumer goods or retail marketing
- MUST HAVE: Deep understanding of omnichannel marketing, track record in retail-, trade- and digital marketing and strong knowledge of analytical and operational CRM marketing
- An authentic, motivated, hands-on personality and a high level of initiative
- A strong analytical approach, a solution-oriented, KPI-driven mindset, and excellent strategic and communication skills
- Native speaker of German or French and an excellent command of English

We look forward to receiving your complete application documents at

info@headsforbrands.ch

Your contact: Nadine Leuenberger

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Get in touch:

