

Our customer is a fashion company based in Germany. With its branch network of over 1500 point-of-sales, it is active in 18 countries throughout Europe. Is marketing not just your hobby, but your passion? - Then let's get going!

We are looking for a person with a strong business acumen and proven leadership skills as

Director of Marketing 100 % (m/w)

YOUR RESPONSIBILITIES

- Define marketing strategy based on the corporate mission and vision for Europe
- Ensuring & safeguarding that the brand identity is translated into a consistent look and feel in a 360° marketing harmony
- Functional responsibility for the development and successful smooth running operations of the European Retail Calendar (marketing assets, communications & media strategy)
- Campaign development, brand activation, store concept development and consumer & market analytics as well as marketing operations and country management (in terms of marketing execution) of assets and budgets
- Accountability for the European Advertising and Marketing budget
- Overall supervision for all supplier activities, internal direct reports as well as a high level of collaboration with the relevant internal stakeholders

YOUR PROFILE

- Bachelor / Master degree preferably with a major in marketing or any related studies
- Solid progressive track record in marketing on a European level within brands, fashion, shoes or accessories – **retail** is a **MUST**
- Outstanding communication skills and a strong leadership skills who inspires confidence in others
- Strategic thinker with commercial acumen and a pragmatic, open-minded approach
- Fluent in English, every further European language is an asset

We look forward to receiving your application at info@headsforbrands.ch

Your contact person: Anja Hugentobler / +41 44 545 46 02

HEADS FOR BRANDS GMBH

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