

Head of Marketing

Company

Our company client is a leading retailer in the DIY and home improvement sector ,with strong core values putting each individual at the heart of its priorities

Responsibility

Responsible for scaling up and leading a highly strategic Marketing team comprising of generation of customer insights, definition of customer experience, and coordination & management of marketing & branding functions. To contribute to the overall business performance and management as a member of the executive committee.

- Lead the development of the overall Marketing & Branding strategy covering both Decorating Company & Retail businesses
- Develop market segmentation, market & consumer insights, and identification of white space in serving customers in home decoration space
- In cooperation with Head of Decorating Company and Head of Merchandising, define customer experience and points of differentiation against competitors
- Oversee and coordinate Marketing & Branding campaigns and activities to support business targets, including CRM, social, paid & organic content, events, partnerships, etc.
- Own the Marketing budget and campaign ROI targets
- Lead development of quarterly Marketing plans
- Liaise with Marketing and Brand teams in Paris HQ for global initiatives

Requirement

- Bachelor's degree or MBA (preferred)
- 10+ years marketing experience, ideally online & offline, in consumer-facing industry; home decoration / furnishing industry preferred
- 7+ years in a managerial position
- Proven ability to successfully develop and execute major multi-channel marketing campaigns
- Exhibit high degree of creativity to support ideation of marketing campaigns that appeal to a diverse range of home decoration customers in Beijing
- Display high levels of analytical horsepower to set up and oversee customer metrics measurement processes
- Ability to work with, coach and develop diverse types of people
- Mandarin and English fluency (written & spoken) required

Please send your resume to:

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