
Outline description

CBS requires a vibrant and forward-thinking Head of Marketing and Brand to improve and drive CBS' marketing offer through a variety of channels including traditional and new media. The role leads the marketing strategy, creative and related teams across all regions where CBS does business. It reports direct to CBS Managing Director and a dotted line to the Herman Miller Global Marketing organisation, and is responsible for marketing representation of the company across a range of media including online, print, and exhibitions / events. All Marketing efforts directly lead to profitably growing the business.

Key responsibilities

- Lead regional CBS sales leads, regional Marketing Managers, and Herman Miller Group (HMG) colleagues on the creation and implementation of the brand's marketing strategy and campaigns.
- Build brand strength that considers the human struggle when using technology with compassion and honesty.
- Pro-actively research and plan how CBS can improve the business through the implementation of marketing and creative.
- Work with HMG Global Marketing, Global Category and regional leads to conduct insight driven research to feed market demand strategies to position CBS as the thought and product leader in its field.
- Work on global projects with the ability to demonstrate strong influencing skills with stakeholders at C-suite level.
- Build strong connections through the wider HMG to ensure CBS has meaningful relationships through the greater Marketing function.
- Deliver specific campaigns working alongside regional Marketing Managers and HMG Global Marketing & Global Category to support new product launches, and existing product portfolio improvements, in line with existing process, commercial strategy and defined objectives.
- Work with the Marketing team to direct the CBS website, social media platforms and digital marketing priorities with focused strategy, key metrics and recommendations.
- In conjunction with the Digital and Brand Marketing Executive, advise on website improvements, trends and UX in line with wider marketing strategy.
- In conjunction with the CBS Digital & Brand Marketing Executive, manage external SEO and PPC agencies to drive global website traffic to the CBS websites through analytics and thoughtful yet decisive recommendations.
- Support the Digital and Brand Marketing Executive in their role as CBS' Salesforce Ambassador. Ensure successful marketing and reporting functionality as required.
- Regularly ensure that CBS receives best value for money and best quality through negotiation and other outsourced creative requirements.
- In conjunction with the team, ensure all inward/outward facing touch points adhere to CBS brand guidelines.
- General marketing support activity such as maintaining brand guidelines, reporting, event logistics and invoicing.
- Management of the global CBS marketing team.
- Ability to manage and schedule workflows through both internal and external resource.
- Direct and implement new product photo-shoots using third party suppliers.
- Proactively review agencies against SLA to ensure relevance and progressive insights to ensure market coverage further.
- Identify and work with appropriate external agencies and Marketing agencies to increase market coverage further.
- Proactively review agencies against SLA to ensure relevance and progressive insights to ensure market coverage further. • Undertake other appropriate duties as may be requested by the business.

Key Relationships

- Managing Director
- HMG Global Marketing
- Digital and Brand Marketing Executive
- Global Category

- Global Sales Leads
- Design Director



Essential skills

- Demonstrate a proven track record generating sales growth and brand preference through creation and execution of targeted marketing strategies.
 - Ability to grow a strong online presence, including social media
 - Proven high standards for brand design and marketing
 - Ability to guide and evaluate best-in-class creative ideas from conception through deployment.
 - Ability to work effectively across a matrixed organization.
 - Ability to communicate and understand technical issues.
 - A strong working knowledge of commercial environments or design in the B2B sector.
 - Excellent interpersonal and communication skills with the ability to work with people from different backgrounds as well as managing upwards.
 - Knowledge of a variety of marketing processes, including digital and print Solutions orientated and hands on problem-solving approach.
 - A keen interest in design, digital and emerging technologies.
 - Budget allocation and reporting.
 - Structured and ability to prioritise workload.
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Desirable

- Experience with content management systems (such as Wordpress and Magento).
 - Experience of web content creation, SEO and PPC.
 - Experience of video editing.
 - Background of Salesforce (CRM system).
 - Knowledge of CSS and HTML.
 - A working knowledge of Adobe Creative Suite: InDesign, Photoshop and Illustrator.
 - Strong proofing and writing skills with the ability to create new content.
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Qualifications

- Educated to degree level in the Marketing field or equivalent.