

ARTHUR HUNT

EXECUTIVE SEARCH
&
HUMAN RESOURCES CONSULTING

Our Client is a European leader operating in photofinishing and On-Line Print service provider with two subsidiaries in Poland, employing over 350+ employees.

The Group with strong product and retail brand, driven by online business and brand recognition is now seeking for their future development a professional to fill the position of:

Head Marketing – Poland

Who will be based in South West Poland and will be reporting directly to the General Manager based in Poland.

The Head of Marketing needs to have a deep understanding of online communication and marketing tools. Should have a leadership experience in driving the business through a period of ongoing growth; he/she will lead a team focused on designing and executing marketing strategies to realize the company's revenue, acquisition and retention ambitions. The Head of Marketing should bring a proven track record of experience in building brands, developing people, making data-driven decision, improving processes, and advocating on behalf of customers.

Main responsibilities:

- Developing and implementing strategic marketing plans, vision and forecasts to achieve corporate objectives for products and services, understanding of the target customer groups and tailoring all aspects of the brand around them;
- Customer acquisition and retention via both online and offline marketing initiatives;
- Building brand awareness and preference, executing campaigns in media;
- Developing short- and long-term plans and budgets for the marketing/communications/public relations - monitoring progress and performance;
- Partnership Marketing and Event Marketing;
- Building and leading a marketing team and mentoring the staff;
- Overseeing advertising and promotion activities including print, online, electronic media and direct mail;
- Evaluating market research and adjusting marketing strategy to meet changing market and competitive conditions.

Experience and desired skills:

- University education, MBA will be an advantage;
- Experience in top Marketing position for at least 3 years;
- Min. 5 years experience in brand/online marketing;
- Highly visible executive, entrepreneur or professional within online marketing;
- Good experience in digital media;
- Human resources management and leadership skills;
- Marketing budgets management with more than 4 mln PLN;
- Excellent rhetoric skills and fluency in English or German.