

RODEBJER IS LOOKING FOR A MARKETING DIRECTOR

Rodebjer is looking for a Marketing Director to lead an area of key importance as Rodebjer continues to accelerate our strong growth path. This is an opportunity to work with a leading fashion brand who is on a successful international growth journey. This role leads the marketing function and the collaboration with other department and external partners, and drives the strategic and operational agenda to reach the brand and business objectives.

The role reports to the CEO, with close collaboration with the CD and creative team, and is part of the Rodebjer management team.

Main areas of responsibilities:

- Lead the marketing function to achieve and exceed brand and business objectives
- Define and execute the global marketing strategy and establish international brand position
- Lead the go to market strategy to drive the international expansion in collaboration with the Rodebjer sales channels
- Manage marketing budget and overall planning including strategic, tactical and operational plan of all marketing related activities and launches
- Manage business brief and plan, ensuring the creative team has the complete brief and plan to successfully drive the creative process
- Ensure strategic and operational focus on key aspects to drive digital first strategy
- Inspire, lead, coach and develop the marketing team

- Identify and drive collaboration with external partners
- Lead PR strategy and execution with key partners and team

Profile & Qualifications:

- Inspirational leader with excellent communication skills
- Well connected and connects people and teams naturally
- Ability to build effective relationships throughout the organization and lead teams successfully
- Excellent ability to work with creative, brand and business teams to deliver exceptional results, driving strong brand position and business results
- Great planning and organizational skills
- Strong understanding of and interest in digital communication
- Academic degree and several years of experience in successfully leading a marketing function
- Strong interest and expertise in the fashion industry
- Highly committed to always delivering an excellent results

Please apply with your resume and cover letter to Rodebjer CEO Mia Hemmingson at mia.hemmingson@rodebjer.com

We will interview candidates continuously so please submit your application as soon as possible.

Rodebjer

rodebjer.com