

World leader in cellular stimulation with its technologies for health, beauty and well-being is looking for a **Head of Marketing** to cover maternity leave. Your role will be to put in place marketing strategies, managing budgets, and setting goals for marketing teams, based in the UK and the US. You will analyse and study the UK and US markets with a view to making managerial decisions on penetrating these markets. You will also be responsible for direct and operational marketing actions decided in collaboration with the international marketing team, the Country General Manager and the commercial sales forces for both countries. You will report the UK General Manager and the USA General Manager.

This is a maternity cover **contract for 7 to 9 months** starting in **January 2024**.

This is **5 days a week “on-site”** position, based in West London.

ROLE:

Strategy:

- Implementing the company's marketing policy in compliance with the company's Quality policy and the allocated budget, as well as following up the marketing plan
- Supervising the local marketing teams in the development of the brand's digital presence on the different markets, in compliance with the company's strategy and editorial line.
- Collecting, storing and analysing information on products and their markets, the economic and cultural environment and identifying the needs of customers, users and specifiers
- Analysing specific needs by priority markets and countries
- Carrying out competitive intelligence on the markets concerned
- Implementing direct marketing and local press relations actions
- Compiling the feedback from the actions carried out for reporting purposes
- Supervising all types of communication documents in accordance with the guidelines and communication strategies defined by the Management, and proofreading of documents

Operational Marketing:

- Participating in events with the Sales Force (Convention, VIP Tour, Press Conference, Workshops) in collaboration with the company's events team
- Adapting and developing tools and speeches to meet the identified needs

Digital Marketing:

- Supervising the operational management of digital actions initiated by the head office (FR):
- SEA: setting up, optimising and monitoring campaigns
- Supervising adaptation and publication of posts on the various social networks: Instagram, LinkedIn, Facebook, following the editorial line of the various brands. Creation, implementation and follow-up of sponsored campaigns: prospecting, recruitment, branding.
- Reporting: Monthly monitoring and assessment of campaigns
- In charge of the good management of the budget of the different campaigns
- CRM: setting up prospecting campaigns (newsletters) and commercial operations.
- Supervising digital campaigns (display, affiliation, etc.) depending on the brand's strategies, and adapting them to the UK and US markets.

PROFILE:

- Previous experience as a Marketing Manager or Head of Marketing
- Previous experience in the health, beauty, aesthetics, luxury, tech or FMCG industries is desirable
- Ability to manage non-media communication, sponsorship, sales promotion, press relations, publications, trade fairs and exhibitions
- Experience in drawing up a marketing action plan and in interpreting market results, reporting on them, structuring the strategy and the different aspects of the marketing plan
- Good experience of Google Ads, Google Analytics
- Knowledge of a CMS (PrestaShop, WordPress...) is desirable
- Experience in the management of digital campaigns in an agency or with an advertiser is required.
- Experience in managing small teams
- Adaptability, flexibility, autonomy, reactivity, rigour and creativity will be assets for the role
- Willing to work at the office 5 days a week
- Must be are a passport holder as there trips to France

SALARY:

- Between £70k and £75k pro-rata + 5% completion bonus
- Pension
- 25 days holidays