

Holm Marcher & Co.

Marketing Director for Phase One

Phase One is looking for a world class Marketing Director for their hardware / camera system business with a strong strategic and creative approach who will be responsible for developing and driving a new Omni-Channel and Demand Generation oriented marketing strategy and building strong go-to-market strategies to secure Phase One's market position and current momentum.

About Phase One

Established in the early 1990s, Phase One is a true digital photography pioneer with a passionate commitment to image quality excellence and creative freedom. The company is a world-leading provider of medium format digital photography systems and imaging solutions for professional photographers and industrial applications. Through the years, Phase One has produced imaging breakthroughs from high-resolution camera systems to advanced software for better photographic workflows, and with deep understanding and ability to optimize hardware and software integration, they are at the absolute forefront of technology, which underscores their award-winning Capture One Pro software – widely preferred by professional photographers. Phase One has an interesting history of building long-lasting relationships making sure their customers get the best products, upgrades, and services. They aim at deliver nothing less than the best solutions for all their customers, and to give them an extraordinary experience with Phase One, why they constantly develop and pursue the ultimate solution.

Phase One is based in Copenhagen, Denmark, where they embrace the high demand of Scandinavian design excellence. They are dedicated to deliver the best image quality and user experience, and through their commitment of serving and supporting worldwide customers, they now have offices in New York, Tokyo, Cologne, Shanghai and Tel Aviv, as well as expert teams of global partners.

To strengthen Phase One's development and positive momentum within the industry, they are now looking for an innovative and strong Marketing Director who can develop a more targeted Omni-Channel marketing strategy through data, and drive growth through digital channels.

The position

As Marketing Director for Phase One, you will become responsible for setting the hardware department's future marketing strategies, building strong go-to-market strategies and implementing innovative digital objectives and activities to drive demand generation and growth through both digital as well as more event and lifestyle-oriented channels. As leader of the hardware department's marketing team, which today consists of 6 skilled profiles, you will be responsible for ensuring a data driven, digital and future-oriented team setup that understands the value of a respectful and effective collaboration with the rest of the organization. With deep perceptiveness of consumer data and needs, you will turn and execute brand and marketing strategies into agile go-to-market campaigns with a seamless Omni-Channel approach to create ideal settings for Phase One's brand and sales teams, as well as their future marketing decisions. This includes supporting offline and online events, digital advertising, social media, print, POS, sales tools and e-mail marketing activities to give Phase One's customers a coherent and significant experience with the brand. It is therefore essential that you come with experience and interest within tech and premium brand marketing and hold strong power of developing great customer experiences. In this case, targeted the world's best photographers and high level income target groups, and having a flair for running evaluation processes in relation to continuous improvement and streamlining of promotion campaigns and communications.

Phase One is a growing company with both B2B and B2C clients, why one of your main objectives will be to develop and drive demand generation through digital channels, activities and campaigns to build acquisition and engagement and amplify brand-to-consumer relationships, and additionally, develop and follow-up of KPIs for the applied activities. As a

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main driver of the company's hardware business, you will be in charge of customer segmentation and analysis of buying and user experience processes, and of ensuring a complete re-start of Phase One's front-end web and analytics solutions for the hardware business. With strong experience within marketing, and deep knowledge of consumer trends and needs, you will become the driver of leading the way for new behavioural patterns and digital trends within Phase One's target group, and additionally, find and nurse the many potential global customers.

To strengthen Phase One's development and position within the industry, you will engage in partnerships with external agencies and advisors, as well as in cooperation with key eco-system players such as Google and Facebook. To develop more targeted marketing to drive sales, you will work closely with Phase One's local and international sales organizations.

As Marketing Director for Phase One's hardware business, you will refer directly to the division's VP Pia Stangerup and have a unique chance to develop future customer experiences, adapt and execute them in innovative and stunning ways. Moreover, you aim for setting your mark in a global and evolutionary digital photography company.

Your profile

The essential candidate holds a relevant education within marketing, comes with minimum five years of experience from a similar position, and has a proven track record of delivering growth through demand generation activities at scale in a demanding and fast paced environment. You have experience working for a best-in-class organization along with experience in leading a transformation from A-Z – in terms of both team and use of systems and tools. With a strong consumer focus and with flair for identifying customers' needs and wants, you know how to create and execute interesting go-to-market strategies with positive results for both customers and company, and with experience in developing go-to-market and brand strategies for premium brands, you know how to deliver unique value proposition to customers and achieve competitive advantage. By keeping yourself up-to-date with trends and tendencies within the industry, you hold the ability to come up with new ideas and continuously test them in the market. At the same time, you are a strong digital marketer with a broad network within the digital marketing eco-system and understand customer journeys, automated and real-time CRM activities. In previous positions, you have played a leading role in driving a smaller team, thus find it natural to lead and coach a small digital expert team to generate growth and efficiency.

As a person, you are result-oriented, innovate and strategic, and come with a strong drive. You hold solid management skills, are accommodating and respectful, and with emphatic qualities. You are a powerful executer and a fine team player. Additionally, you hold strong oral and written presentation skills, as well as the ability to convey and disclose information to your surroundings. To succeed in the position, you are obsessively tech driven and have an approach of relentless A/B testing, cost/lead optimization and ROI analysis across several channels. Furthermore, you ideally come with experience across multiple different demand generation models in both B2B and B2C environments. At last, you find it thrilling to work for a world-leading provider of medium format digital photography systems and imaging solutions for professional photographers and industrial applications.

Interested?

If you want to know more about the position, please contact Klaus Markholt-Hansen via e-mail; kmh@holmmarcher.dk.