

Holm Marcher & Co.

Digital Brand Manager for BoConcept

BoConcept is looking for an ambitious Digital Brand Manager to support the global development of the BoConcept brand that by now operates in 65 different international markets. As Digital Brand Manager, your main KPI is to drive traffic to stores. You will have the key responsibility of making the brand a world class, premium retail lifestyle brand with both digital and retail channel objectives. In addition, you will also be responsible for the branding of BoConcept in the contract market. In this manager position, you will be responsible for inspiring and developing 9 dedicated specialists in the Digital Brand Team. Together, you will build awareness and equity around the brand perception in leading metropolitan cities around the globe.

About BoConcept

BoConcept is a global contemporary furniture brand based in Denmark and positioned in the affordable luxury segment of the market. The business is passionate about modern/urban design and customized service and operates over 280 stores in more than 60 countries and 6 continents, making BoConcept one of the world's most global retailers and most global furniture retailers. Over 95 % of the stores are operated by franchisees. The business was founded in 1952 by Danish craftsmen Jens Ærthøj Jensen and Tage Mølholm as a furniture factory in Herning and has developed from these humble roots to one of the leading contemporary furniture brands worldwide. In August 2016, 3i private equity delisted the company from Nasdaq Copenhagen (having been a public company for more than 25 years) and is now developing the BoConcept business and brand internationally in partnership with the management team. BoConcept had a turnover of €166m and EBITDA of €20m in the last full business year.

From its origins as a furniture manufacturer, BoConcept now operates a highly scalable business model with focus on design and concept development whereas the majority of production and retail operations are outsourced, emphasizing the company's unique ability to create customized solutions. To support the strategic global vision, we are looking for an experienced and highly ambitious Digital Brand Manager with the knowledge, experience and network to execute strong brand management, who is able to build awareness and equity around the brand's perception in both on-and offline stores.

The position

As BoConcept's Digital Brand Manager you will have the primary responsibility for the BoConcept brand experience, and hence the customer journey with the primary objective to create awareness and the right experiences around the BoConcept brand.

Based on the overall brand strategy, you will be responsible for developing the associated content that can be executed in all relevant touch points as well as guidelines for visual content creation. One important objective is a strong consistency in the brand and visual communication. In addition, you and your team will be responsible for the continuously development of the brand and marketing materials.

The main responsibilities include:

- Secure high dedication and execution (9 FTE's) through your passionate leadership of the Digital Brand Team.
- Initiate solutions to improve the customer journey.
- Build awareness and equity around the brand perception globally (280 stores).
- Make sure that there is a clear definition, and execution of the brand manual and guidelines.
- Ensure that our communication is aligned and in strong consistency with our overall brand strategy across all channels and touch points.

The position includes management responsibility of 9 FTE's; Digital Project Manager, Webmaster, Digital Designer, SoMe-Specialist, Marketing Automation Specialist, Content Specialist and Campaign Coordinator, Visual Manager and Brand Copywriter.

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The position is located in Herning, Denmark, and you will refer directly to BoConcept's CMO.

Your profile

As an ideal candidate you hold a degree within marketing, communication or other related areas and have a minimum of 5 years of experience from a similar position. Your digital experience comes from working in a larger, international company, preferably within fashion, lifestyle and/or high-end consumer goods. Alternatively, you come from a director position on the agency site with relevant international brand-oriented experiences. For this management position, we expect that you have at least 5 years of experience in people management. You have excellent English proficiency, both oral and written and you possess strong presentation skills. You are a confident and self-motivated person; structured and organized.

As a person, you are entrepreneurial and extrovert and possess a strategic and structural mindset. You must be result-oriented and determined to develop a best-in-class brand strategy that generates value in all customer touch points by keeping up with the latest trends and developments to stay ahead of competition.

You are able to create opportunities and think out of the box, and you thrive in creating strong relationships with other parts of the organization. You are pro-active, you think in a collective "we" instead of an individual "I". You are a natural motivator as the position requires clear, positive and motivating communication, allowing you to engage successfully with your team, external agencies and internal, international stakeholders. Finally, you are curious, love to take on new challenges and are ready to take the next important step in your career with BoConcept.

Interested?

If you would like to know more about the job, please contact Senior Consultant at Holm Marcher & Co. Klaus Henning D. Bjerkvold at [+45 2670 9934](tel:+4526709934) or khb@holmmarcher.dk.