

# Holm Marcher & Co.

## Visual Manager for BoConcept

BoConcept is looking for an ambitious, creative and experienced Visual Manager with strong conceptual skills who is passionate about design, lifestyle and interiors. You are ready to work for a global premium lifestyle brand with 280 stores globally, and willing and able to develop and define the overall visual expression to ensure a strong consistency in the brand visual communication.

### 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.

### The position

As Visual Manager you will be part of an international marketing team of 20 dedicated colleagues, and you will be working together with the Digital Brand Team on cross-organisational projects. Your primary tasks include development and definition of the overall visual expression to ensure a strong consistency in BoConcept's visual brand communication.

You will be responsible for designing and developing the company's visual identity and creating impactful and recognisable visual communication in numerous channels including catalogues, ads, POS material, SoMe and film. BoConcept's brand communication will be created in close cooperation with both internal and external partners, including trend agencies, photographers, stylists etc. Leading the process from idea to execution comes naturally to you.

### You will get the chance to:

- Develop and maintain BoConcept's visual identity determined by the brand strategy.
- Create impactful and recognisable visual communication that drive traffic.
- Ensure that BoConcept's visual communication is aligned through all their touch points.
- Maintain and develop cooperation with external partners and ensure consistency on both internal and external production.

The position is located in Herning, Denmark.

### Your profile

As an ideal candidate, you have 5 years of experience from a similar role working within the lifestyle industry and you understand both the creative and commercial aspects of the job. For example, you could have a background as Designer, Stylist or Art Director and you love to work with lifestyle products. You are respected for your abilities to realise your visual and creative sides and turning your creativity into strong visual communication. Furthermore, it is very important that you understand the "cultural game", meaning that you have a feel for the current fashion and lifestyle trends.

## Holm Marcher & Co.

As a person, you are a team player and are motivated by working closely with our designers, product developers and colleagues in marketing and retail. You are ambitious and determined and you have a winning mentality when it comes to reaching your goals. You are pro-active, driven, and you think “we” instead of “I”. Moreover, you are encouraged to take your next career step with BoConcept, and ready to take on the responsibility of being an important part of the marketing department.

### **Interested?**

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