

# Holm Marcher & Co.

## Digital Project Manager for BoConcept

BoConcept is looking for an ambitious Digital Project Manager, who possesses strong strategical and tactical insight for the development and execution of digital marketing and commercial activities. The Digital Project Manager will be the glue which align business goals, marketing efforts and IT-capabilities.

### 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 Project 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

The overall goal for the position is to ensure that the global retail channel (the franchises) knows how to expand its business by implementing and utilizing marketing offerings. As Digital Project Manager, you will work in an agile framework where you will manage roadmaps and execution of design sprints. You will handle strategic projects as well as solving ad hoc tasks and challenges, and you will prioritize these challenges compared to the resources within the organization to optimize the output of the marketing resources. Furthermore, you will be part of a dedicated international marketing team of 20 competent colleagues.

The position is located in Herning, Danmark, and you will report directly to BoConcept's Digital Brand Manager.

### Main responsibilities include:

- Execute the brand and marketing strategy on the digital platform by coordinating cross-organizational projects and initiatives.
- Identify and describe touch points to optimize the Customer Journey.
- Engage the stores and franchises to incorporate the omnichannel mindset in the buying process.
- Optimize the UX/UI.
- Take ownership of the Digital Brand Manual to support alignment at all platforms.
- Act as a sparring partner for online marketing specialists at 6 different international markets.

### Your profile

As an ideal candidate, you have +5 years of experience from different roles working with digital projects, digital marketing and e-Commerce. You hold an academic degree within marketing, e-Commerce, communication or a related field with a digital touch, and you are familiar with the field of working within UX, CRO, SEM, SEO and Google Analytics. Moreover, a

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potential candidate must be a strong strategic thinker and be able to translate the overall business strategy and target consumer insights to compelling, profitable executable digital marketing and e-Commerce/online initiatives. The ideal candidate comes with international experience and understands the nuances of working with different global stakeholders. The right candidate has experience with agile processes and will be highly involved in making the Marketing Department more agile.

As a person you are a true team player who value open and motivating communication, and you will be able to engage with internal stakeholders. You have a strategic and commercial mindset and you are passionate about everything digital. You are a “do'er”, pro-active and you are fully proficient in both oral and written English.

### **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).