

Holm Marcher & Co.

Global Campaign Manager for Nilfisk

Nilfisk is looking for an experienced Global Campaign Manager who will play an important role in Nilfisk's new strategic journey and be part of forming and setting the agenda for Nilfisk's new Global Campaign Management team.

About Nilfisk

Nilfisk is a global company with headquarters in Denmark. They have sales companies in 45 countries and with an additional strong distributor network, they market and sell their products in more than 100 countries worldwide. Nilfisk are one of the world's leading providers of professional cleaning equipment and services, with 5,600 employees and an annual turnover of EUR 1.082m. Nilfisk is listed as a large cap company on the Copenhagen Stock Exchange.

Nilfisk has recently embarked on an exciting transformational journey that harnesses the benefits of new technology, such as robotics and digital services, to enable smarter and more innovative cleaning solutions. In this journey, Nilfisk will go from a product-oriented manufacturing company to a customer-driven sales organization, where investments in new technologies and the intelligent use of data will enable them to better meet their customers' demands. By embracing this customer-centricity, Nilfisk are now ready to take their Global Marketing department to the next level.

The position

As a Global Campaign Manager, you are, first and foremost, an enabler of lead-generation. You will be responsible for campaign management and content development targeting their B2B focus segments across channels. You will also be part of the Global Marketing Planning Board, in which practices are discussed in order to ensure alignment across segments and regions.

Your specific tasks will include the following:

- Preparation of content strategy and marketing activity planning for your own segment
- Mapping of the customer journey, as well as designing the right marketing mix
- Creation of global campaign activities and product launch kits
- Creation of dealer concepts, and tools, for events and exhibitions
- Ongoing monitoring and measuring of content and campaign performance, as well as follow-up and evaluation.
- Correct, updated product information across various information-management systems
- Strong cooperation with Nilfisk's local marketing teams across the world
- Agency management

You will typically use lead agencies for concept development; Nilfisk's in-house agency for development of materials; and Nilfisk's in-house insights team for the necessary analytical foundation. You will moreover have approximately 10-20 travelling days globally per year. Furthermore, you will be based at Nilfisk's global HQ in Brøndby, in the Greater Copenhagen area, with two Campaign Management colleagues, and will report to the VP Field Marketing. Working closely with the rest of Global Marketing, and with 90 Marketing colleagues around the world, your road to success will be based on constructive, respectful collaboration with your colleagues.

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Your profile

As an ideal candidate you have a marketing-related university degree, as well as +5 years of experience within B2B-marketing – preferably in an international role. Additionally, you bring business acumen, and a solid understanding of commercial processes and lead-management through digital platforms. You have a commercial mindset, and your decisions are both insights and data-driven. Specific experience from working with dealer-channel marketing is an advantage, but not a prerequisite for applying.

You are comfortable navigating a complex setup involving multiple stakeholders and agendas. You know how to tailor a message to an audience with respect for professional and cultural differences, and you do so in a way that inspires a common drive for success. Your English is very good – both written and verbal – and if you've mastered Danish, it's a plus.

As a person, you are proactive, outgoing and enjoy working in teams, but at the same time, you enjoy immersing yourself in a task. Additionally, you are inventive, result-oriented, structured and confident as well as passionate about what you do. Moreover, you are outgoing and truly enjoy the social aspects of your role. Last, but not least, you envision yourself as being part of a team and being able to contribute to Nilfisk's transformation journey and is motivated by doing so.

Interested?

If you want to know more about the position, you are welcome to contact Malene Friis Bentzen on mfb@holmmarcher.dk.