

Holm Marcher & Co.

Digital Marketing Manager for Fritz Hansen

Fritz Hansen is currently looking for an experienced Digital Marketing Manager to take Fritz Hansen into a new era as a digital frontrunner within the luxury design category. In the position you will be part of an exciting brand revitalization journey where Fritz Hansen's digital touchpoints play a vital role in making this transformation a success.

About Fritz Hansen

Fritz Hansen is an exclusive Danish furniture, lighting- and accessories design brand. Founded in 1872 by Fritz Hansen in Copenhagen, the brand has since expanded to markets all across the world. Today, as in 1872, Fritz Hansen's work is guided by the philosophy that a single piece of furniture can beautify an entire room or building and heighten the well-being of the people who inhabit these spaces. With an international presence and an ever-expanding collection of extraordinary designs, Fritz Hansen continues its journey to strengthen market positioning among the global design, luxury and lifestyle elite.

Fritz Hansen is the brand behind a number of the most iconic pieces of furniture from renowned Danish architects and designers, including Arne Jacobsen's Egg™, Swan™ and Series 7™ chairs and Poul Kjørholm's PK22™ chair and PK80™ daybed.

Now, Fritz Hansen is looking for a Digital Marketing Manager who will help further developing the Fritz Hansen brand, consolidating it as one of the leading and most exclusive, Scandinavian design brands in the world.

The position

As Digital Marketing Manager for Fritz Hansen you will be given the unique opportunity to shape the digital landscape and eco system of Fritz Hansen in addition to supporting the global marketing director in setting the overall future marketing strategy and path for Fritz Hansen. You will be responsible for all digital marketing channels, including web, social media, email marketing, SEO/SEM, loyalty program and digital marketing campaigns. Fritz Hansen aims to be data-driven in everything they do, and you will be responsible for ensuring a digital eco system that is aligned and tied together across platforms and channels, providing key insights and data. In close collaboration with the marketing team you will be supporting Fritz Hansen's ongoing digital activities as well as building strong brand awareness within their target audience.

Your daily tasks include, but are not limited to:

- Building and strengthening Fritz Hansen's global brand
- Ensuring owned, earned and paid digital media alignment, optimization and tracking
- Social media and digital media strategy with strong content development
- Marketing automation and personalized journeys
- Provide insights and key data to the marketing department and management
- Optimize brand awareness and ecommerce
- Set ambitious digital marketing goals – and reach them!
- Mapping out customer experience, continuously adapting it to new digital trends
- Driving the lead generation (B2B and B2C)
- Managing all digital customer touch points through use of social and digital media
- Support activities such as tactical campaigns, product launches, line extensions etc.
- Make Fritz Hansen a digital frontrunner within the industry

You will be managing the digital team on a daily basis. The team consists of two full-time employees and one intern, whom you will motivate, develop and guide to deliver superior performance, results and KPI'er in the

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categories of furniture, lighting and accessories. You will collaborate closely with the whole marketing team. A young team full of energetic, passionate colleagues who each are specialists on each their field working together on ambitious targets.

You will report directly to the Global Marketing Director Mark Hammerich.

Your profile

The ideal candidate is a digital native with a business school (e.g. cand.merc.) background or similar. Fritz Hansen values experience and knowledge from similar industries, however, your digital track record and marketing understanding is what will set you apart. Experience from previous management positions is an advantage. You keep up with marketing and digital trends and knows how to utilize social media for brand exposure. You thrive in a digital environment and you are attentive and organized. The position will require a high level of written and spoken English, as this is the main working language. Furthermore, you are highly ambitious and passionate about your job and strive for continuous professional development. Fritz Hansen is searching for a profile with a strategic mind-set who can think and plan operationally and carry out short term action plans while steering towards long-term targets and ambitious digital visions.

To fulfill the position, you should be driven by results, be able to work independently and take on responsibility. You are motivated by working with a luxury design brand, and you may have a personal passion for design or luxury living. As you will be working in an environment of constant change with numerous external and internal stakeholders it is also essential that you are flexible and proactive in your approach to project management. Thus, you as a person feel comfortable in a dynamic and ambitious environment. Moreover, you are a team builder and possess emphatic collaborative skills and at the same time you are not afraid of pointing out a direction for your team.

Interested?

If you want to know more about the position, do not hesitate to contact Lars Holm Marcher on +45 2487 5531 / email lhm@holmmarcher.dk, or Malene Friiz Bentzen on +45 2747 8989 / email mfb@holmmarcher.dk.

FRITZ HANSEN. Since 1872, we've been crafting extraordinary design. Design that transforms the everyday into something special. Into something beautiful and unique. Because we create a world for those who want more. Who love to be inspired, intrigued and surprised every day. Who want a life out of the ordinary – exceptional in every way.

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