

# Holm Marcher & Co.

## **Brand Activation Manager for Fritz Hansen**

On behalf of Fritz Hansen we are currently looking for their next Brand Activation Manager, who will be responsible for the development and activation of the Fritz Hansen brand aiming at both retail partners and end consumers through different channels.

### **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 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 their market positioning among the global design, luxury and lifestyle passionate people.

Now, Fritz Hansen is looking for a Brand Activation Manager who will help further develop the Fritz Hansen brand, making it one of the leading and most exclusive Scandinavian design brands in the world.

### **The position**

The Brand Activation Manager will be the overall project manager for the activation of new product launches and tactical campaigns towards retail partners and end-consumers. That means hands-on operational execution of activities in order to deliver the best marketing and sales materials to our partners. This will relate to both global, regional and local initiatives, and include collaboration with local offices, brand and media agencies and various internal and external stakeholders.

You will oversee and plan trade marketing activities to engage retail partners to improve sell-in and selling-out of products according to retail strategy. This will also make you responsible for developing relevant marketing and sales material/tools for retail partners to drive traffic to retail stores. You will also support and contribute to internal and external events and trade fairs activities.

The job will specifically include :

- Develop and execute our yearly activation plan for new product launches and existing product campaigns to ensure the readiness of marketing and sales materials throughout the launch process
- Develop and oversee the execution of the yearly media plans with media agency and marketing coordinator
- Plan, order and execute brand asset development (e.g. photos, catalogue and video) in collaboration with marketing team and marketing director needed for brand activation
- Develop yearly marketing plan and quarterly actions for the retail market according to the budget
- Plan and execute individual go-to-market product plans to secure optimal launch implementation
- Plan, develop and execute brand and tactical marketing campaigns and activities to increase active leads for sales
- Responsible for the media budget, brand asset development and activation budget

As the Brand Activation Manager you will be a part of the Fritz Hansen's Brand Management team who will consist of three people with the overall brand responsibility. You will on a daily basis work closely together with the brand management coordinator. Furthermore you will have very close collaboration and support from the contract marketing specialist locally (DK & EU) and regionally (US & Asia). You will be reporting directly to the Global Marketing Director.

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## **Your profile**

To be the ideal candidate for the role as Brand Activation Manager you are a highly structured and an experienced marketing project manager who has a proved track-record within brand activation. You have an educational background from a business school or similar and have 5-8 years of relevant experience. You are a skilled marketing specialist who is able to coordinate and execute even with a high number of stakeholders and high level of complexity.

Some international brand experience is preferred to succeed in this globally-oriented position. You enjoy and know how to work on both an operational, tactical and strategic level, and are fundamentally motivated by reaching goals and finalising projects. You see yourself as a digital native who knows how to use digital tools to create and activate strong brands. Thus, you have worked with several other brands – preferably within companies with an international outreach.

You are tested within both the B2B and B2C disciplines, and it is an advantage if you have experience from the retail, lifestyle, furniture, design or luxury industry as well. You must at least on a personal level be interested in design, furniture or architecture and be excited by the chance to be working for one of the industry leaders.

As a person you are energetic, out-going and enthusiastic to make a difference and an impact. You are driven by delivering high-quality solutions and results, and are generally service-minded. On top of this you have a refined sense of aesthetics.

Fluency in English and Danish (written and spoken) is a necessity and you have a solid proficiency with Microsoft Office. You should expect to have approximately 15-20 travels days a year.

## **Interested?**

If you want to know more about the position, do not hesitate to contact Lars Holm Marcher on +45 2487 5531 / email [lh@holmmarcher.dk](mailto:lh@holmmarcher.dk), or Malene Friis Bentzen on +45 2747 8989 / email [mfb@holmmarcher.dk](mailto: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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