

# KEENAN<sup>®</sup> Job Description

<b><u>Position:</u></b> Head of Marketing	<b><u>Location:</u></b> Mix of Remote & Borris (once travel & office re-opens)
<b><u>Department:</u></b> Marketing	<b><u>Country:</u></b> Ireland
<b><u>Reports to:</u></b> General Manager	<b><u>Salary:</u></b>

## **KEENAN Marketing**

Marketing in KEENAN is delivered by a team of highly skilled and competent marketers who nurture and develop the KEENAN brand and work closely across departments to drive company success. We support KEENAN and its divisions with our areas of marketing expertise, creating content, campaigns and tools needed to acquire new, and retain existing, customers.

## **Job Purpose**

The Head of Marketing curates the KEENAN brand is responsible for devising and implementing the marketing strategy through the team of in-market managers and coordinators. Working as part of the 5-strong senior management team the Head of Marketing ensures the voice of the customer is heard and considered in company decisions. The role involves developing plans to strengthen the position of the KEENAN brand while fueling the sales funnel by allocating resources to different projects and setting short-term and long-term department goals.

## **Key Responsibilities Include**

- Building the marketing strategy for KEENAN globally, including goals, KPIs and frameworks
- Leading the development of the KEENAN brand - ensuring brand values and assets are upheld across functions and regions
- Budget planning and management
- Working collaboratively with stakeholders throughout the leadership team
- Contributing key insights to reports and presentations
- Marketing input in new product development and launch planning
- Rollout and evolution of global brand-building campaign
- Growing the marketing team in line with company strategy - identifying key roles and attracting, developing, and retaining the very best marketing talent

## **Ideal Candidate Profile**

- Proven track record of successful project delivery – on time and within budget
- Ability to work well with diverse groups to execute positive change
- Able to work under pressure in a dynamic and fast-paced environment
- Excellent eye for detail and naturally creative
- Able to multitask and achieve results through managing others
- Proactive, willing and an excellent communicator
- Experience in developing raw talent into key members of the marketing team
- Demonstrable experience of success in a high growth business
- The personality to challenge C level strategy where your experience suggests an alternative route
- A hands-on approach to getting things done. While your team grows, you'll need to ensure all skill gaps are covered.

The above is by no means exhaustive, but the successful candidate will have an opportunity to help shape the future of the organisation and be part of an already big success story!