

United States Jobs Expertini®

Regional Marketing Manager EMEA

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Company: Haworth International

Location: United States

Category: other-general

Job Purpose: Haworth is a global leader in designing and manufacturing workspaces of the future, including solutions for work from home applications. Your role will be to ensure consistent and successful development and execution of regional marketing campaigns in EMEA, being the main contact to all Managing Directors in the markets and the main representative of EMEA's marketing requirements.

A glimpse of your daily mission:

- Develop and execute consistent and successful marketing campaigns based on International campaign calendar, in close collaboration with the Managing Directors of each markets and with support of the international marketing team

- Develop, coordinate, create and drive regional initiatives such as digital campaigns, local events , lunch and learns, sales contests and external promotions to ensure successful roll-out of the quarterly marketing campaigns for the market. Coordinate local support of the Client Experience Associate's where necessary
- Define KPIs and ensure measuring and control of success of those campaigns, manage regular updates of the sales organizations through the market leaders

- Localize international and global campaigns by localizing the necessary programs to ensure the implementation success

- Collaborate with Bid & Design and Workplace Strategists to ensure consistent execution of the Organic Workspace vision for showrooms in the market, align on event presence or speaking opportunities for Ideation
- Synchronize marketing programs with the global team through leveraging successes from International and APAC to reduce duplication

- Travel to sites outside your territory as required by

assignments, including international travel

- Attending and supporting networking, training, and sales / dealer events
- Various Ad-hoc duties assisting where necessary for internationally relevant Marketing initiatives

Your Qualifications

- Bachelors' Degree in Business Administration or marketing/design/advertising or equivalent
- Minimum of 3 years' experience in sales and/or marketing, ideally in a leadership role
- In-depth understanding of how other departments contribute to overall business
- Experience in managing multiple distribution channels
- Experience in creating Marketing campaign for B2B focused companies
- Experience in creating and managing content with regional focus
- Experience in optimizing content for Digital Marketing or Email Marketing purpose

About us

Haworth is one of the world's largest manufacturers of office furniture, providing solutions for tomorrow's customers worldwide. At the center of our work is the human being: What does a person need to work, what pushes them, motivates them and what makes people feel comfortable at work? Only if we can answer that question, we are able to introduce designs to our customers that will make them achieve their goals. To stay one step ahead, we invest in our own research, have a worldwide network of interesting partners and are part of think tanks around the world who are trying to think ahead. The family-owned company, headquartered in Holland, Michigan/United States, employs more than 8.000 people and is represented in more than 150 countries in Asia, Europe and America with subsidiaries and partners.

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