

# United States Jobs Expertini®

## Senior Marketing & Global Brand Leader

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Company: Human Capital Solutions, Inc.

Location: United States

Category: production

Locations acceptable: Greenville, SC. Hybrid with some travel

Summary: Our client, a leading manufacturer of faucets, fittings and specialty products and accessories is hiring a Senior Marketing and Global Brand Leader. This role will be responsible for developing and executing comprehensive marketing plans and strategies to achieve company objectives and revenue targets. This role will lead a team of marketing professionals, oversee the creation of marketing collateral, conduct market research and analysis, collaborate cross-functionally with other teams, manage, and optimize marketing budgets, monitor, and analyze key performance metrics, and stay up-to-date with industry trends and best practices.

Absolute Minimum Must Have's / Experience / Requirements: Bachelors degree required, master degree preferred. 10+ years of experience in the manufacturing industry 10+ years supporting B2B marketing and branding for a global company with greater than 250 total employees Experience leading a team with 4 or more direct reports

Primary Responsibilities: Lead a team of global marketing professionals, providing guidance, creative development, mentorship, and support to ensure successful project execution. Oversee the creation of global marketing collateral, including but not limited to, website content, blog posts, email campaigns, social media content, advertising materials, trade show exhibits and training strategies. Stay abreast of the latest trends and AI technologies, including Chat GPT and associate plug-ins, as well as Microsoft Co-Pilot and other emerging AI offerings, with the goal of recommending and implement innovative solutions to drive the company forward. Work with internal and external creative stakeholders to develop a cohesive brand message, from visual design elements to tone of voice. Maintain brand

integrity, enhancing brand recognition, and ensuring that the brand's core values and messages are consistently communicated to the target audience. Secondary

Responsibilities: Conduct market research and analysis to identify trends, opportunities, and competitive threats. Adhere to and expand upon brand guideline document. Collaborate cross-functionally with sales, product development, and domestic and international teams to ensure alignment of marketing efforts with overall business goals. Collaborate with European Brand stakeholders to develop co-branding efforts, to ensure an optimal co-branding message. Manage and optimize marketing budgets to maximize ROI and drive cost-effective customer acquisition. Monitor and analyze key performance metrics to track the effectiveness of global marketing campaigns and initiatives.

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