

Job Title: Marketing Manager - Strategic Partnerships & Brand Development

“Igniting growth through strategic marketing.”

POSITION REPORTS TO: Managing Director

Company Overview:

Nordic Homeworx is a leading flooring company specializing in providing premium flooring solutions to a diverse clientele, including residential homeowners, commercial clients, designers, architects, fit-out contractors, and developers. Our commitment to excellence, innovation, and exceptional customer service drives our success.

Position Overview:

We are seeking a dynamic and strategic-minded Marketing Manager to drive our marketing initiatives, forge strategic partnerships, and uphold our brand integrity. This role requires a creative thinker with a strong understanding of the Middle East market, particularly in the construction and interior design sectors.

Key Responsibilities:

Marketing Strategy:

- Develop and execute comprehensive marketing strategies to enhance brand visibility and drive lead generation.
- Orchestrate marketing events and campaigns, leveraging both digital and traditional channels to amplify brand presence.
- Oversee the company's digital platforms, including the website, social media, and email marketing, to engage audiences and drive conversions.
- Analyze marketing data and KPIs to assess campaign effectiveness and optimize strategies for maximum impact.

Strategic Partnerships:

- Cultivate strong and profitable partnerships with complementary brands to expand market reach and increase brand awareness.
- Collaborate with marketing partners to create visually captivating marketing materials that resonate with our target audience.
- Work closely with the sales team to align marketing efforts with sales initiatives and drive revenue growth.

Brand Development:

- Serve as a brand steward, ensuring consistency in brand messaging, imagery, and upholding the brand's integrity and reputation through strategic initiatives.

- Stay ahead of industry trends and competitor activities to identify opportunities for brand differentiation and innovation.
- Actively engage with Kährs to stay informed about new product launches and developments, ensuring brand alignment and market readiness.

Qualifications:

- Bachelor's degree in Marketing or a related field.
- Proven experience in marketing roles, with a track record of successful outcomes.
- Strong knowledge of the Middle East market, specifically in the construction and interior design sectors.
- Exceptional interpersonal and communication skills, with the ability to build and maintain strategic relationships.
- Proficiency in digital marketing tools and platforms.
- Analytical mindset with the ability to interpret marketing data and derive actionable insights.
- Creative thinker with a passion for staying updated with industry trends.
- Sales mindset with a structured and systematic approach.
- Commitment to Nordic Homeworx's values and quality standards.

Benefits:

- Competitive salary and benefits package.
- Opportunities for career advancement and professional development.
- A collaborative and dynamic work environment.
- The chance to work with a prestigious brand in the wood flooring industry.

Join Our Team:

If you are a strategic thinker with a passion for marketing and a commitment to excellence, we invite you to join our team and be part of our journey to transform spaces with beautiful wood flooring solutions. Apply now and embark on a rewarding career with Nordic Homeworx!