

JOB VACANCY: DIRECTOR OF MARKETING

The Good Plastic Company is an international producer of sustainable surface materials made from 100% recycled and recyclable plastic under its-Polygood brand. Polygood panels are used to create modern-looking, environmentally conscious furniture and interior/exterior design elements. Each panel is made from a single type of recycled plastic, which can be easily recycled over and over again. In 2022, we delivered panels for 265 projects to clients including Nike, Samsung, Adidas, Karl Lagerfeld, De Bijenkorf, Lush, and well-known architects' studios such as MVRDV.

With over 60 team members across 4 locations and 2 manufacturing sites we work with clients all over the world, from Tokyo to San Francisco, introducing architects and designers to the distinctive benefits of recycled plastic and promoting sustainability. As we continue to grow and become the leader in sustainable surface design materials, we are looking for a professional, enthusiastic and self-sufficient Director of Marketing to assume full ownership of all our marketing functions and help us achieve our strategic goals. This position is a key role in the business and will play a vital part in bringing our disruptive product to an even wider market.

Key responsibilities:

- Take full ownership of the Marketing function and its day-to-day operations, working closely with other departments
- Analyse the company's market, products and positioning to define a comprehensive marketing strategy, plans and budgets encompassing multiple areas of activity
- Lead and mentor a team to conduct varied marketing activities with a focus on strategic growth
- Develop and oversee programmes of activity across all marketing disciplines
- Nurture, protect and promote the Polygood and The Good Plastic Company brands to be global category leaders
- Manage budgets and build comprehensive reports to analyse marketing campaign efficiency to reach KPIs
- Analyse the customer journey and improve CRM processes for data gathering
- Act as ultimate owner of all marketing collateral including web site, social media, email, advertising, presentations, stands and promotional displays, samples, and print material
- Ensure quality and consistency of messaging across own team, other departments, distributors, and other intermediaries and partners
- Research opportunities to introduce products to new geographies, industry segments and client types, and define new communication channels and sales and marketing tactics to realise them
- Project manage special projects dedicated to product launch and promotion in different geographies
- Develop and execute plans for professional events, presentations, and exhibitions, on a standalone basis and with strategic partners

Requirements:

- At least 5 years of experience in marketing including a range of relevant functions
- Preferably previous experience in the architecture and design sector, surface materials, or a related industry
- Strong project management skills and ability to take ownership of tasks
- Experience/knowledge of the full spectrum of marketing activities
- Proven ability to maximise return on investment and to make optimal use of budget
- Excellent verbal and written communication skills, with a proactive approach to negotiations and communication
- Business sense and a commercial mindset

- Willingness to travel frequently for business development and marketing activities
- Ability to balance priorities across multiple tasks and work to tight deadlines

What we offer:

- An opportunity to lead complex multichannel marketing campaigns and be a key part of a growing business with global ambitions
- Experience in building a sustainable brand and supporting positive environmental impact
- Cooperation with multinational teams and daily communication with foreign partners
- Remote working conditions (some time at our facilities and travelling domestically and internationally required)
- A competitive salary, commensurate with skills and experience
- 25 days of paid holiday per year, plus public holidays

Please note that we are only considering principal applicants and not agency applications. Please include an up-to-date CV and a cover letter that explains your suitability for, and interest in, the position. Due to time constraints, candidates who do not provide a cover letter will not be considered.