



## Head of Marketing

**Reporting to:** Board of Directors

### Company Background

The Company of Animals is a well-established pet care company being a leading developer, manufacturer, and master distributor of pet accessories worldwide, supplying a variety of distributor, veterinary and pet retail accounts.

Widely recognised for its strong product innovation and award-winning brands, the Company of Animals' impressive portfolio includes Pet Corrector™, Halti®, Pet Head® and Baskerville.

A privately-owned company with sales in over 50 countries, and with offices in Surrey, UK, Denver, CO. USA and Melbourne, Australia along with distribution centres in UK, USA, Australia, and China.

The team at Company of Animals is dynamic and highly driven and is growing in diversity and expertise. With the unique position of having Dr Roger Mugford and the team of animal trainers and behaviourists based on site, this is an incredibly exciting opportunity to work at the core of the business within a rapidly evolving and progressive landscape.

### Position Overview

You will be responsible for building, developing, and executing the global marketing strategy, playing a pivotal role in leading the organisation's commercial efforts whilst working closely with the Board of Directors.

You will be a self-motivated, confident, pro-active, and highly organised individual with a natural ability to build and lead a diverse team deployed across the globe whilst continuing to build on the brand strategy through this exciting phase in our company's development. Utilising your experience in all aspects of consumer marketing, you will most effectively deploy the resources and investments to best suit the global opportunities and elevate the brand status.

### Main Job Tasks and Responsibilities

- Build, train, mentor and lead the global marketing function.
- Responsibility for building, adapting, and employing global marketing strategies.
- Build activation plans, customer targeting and consumer campaigns, working across a diverse brand and product portfolio.
- Develop and execute brand plans in line with long-term strategic goals.
- Develop the company's digital capabilities, inclusive website, E-commerce, CRM, and digital media.
- Define and implement a product management driven approach – inclusive product P&L and product life-cycle management. Play a leading role in new product ideation and development.
- Develop effective channel marketing toolkits for application across multiple sales channel and international markets – with dedicated activities for key customers.
- Lead and develop PR and social media functions, communicating with senior stakeholders on significant PR issues and customer experience matters.
- Manage expenditure budgets, report effectively on ROI of campaigns, understand cost drivers and implement continuous improvements to provide value for money.
- Engage with key global customers and external stakeholders to find creative ways to grow sales and brand value.



- Oversee global trade-show strategy and organisation.
- Instil a data driven and performance orientated global marketing culture - establish and measure core marketing KPIs and success of programmes.
- Contribute to the organisation's leadership team
- Work closely with the heads of Sales teams to effectively integrate commercial resources and deliver on growth targets.
- Work closely with the Operations team to effectively coordinate campaigns, promotions and shows.

### **Key Competencies**

- Minimum of 5 years in international marketing leadership roles within consumer goods.
- Practical experience of managing channel marketing, having developed initiatives and productive business partnership relationships with key customers.
- Awareness and ideally experience of leading product management, inclusive product P&L, promotional planning, product marketing and life-cycle management.
- Digital experience, encompassing web-site design, build and optimisation, Ecommerce, CRM, and media. Ability to demonstrate experience of PR, social media, and event management.
- Demonstrable track record of leading marketing initiatives that were driven through data, managed through KPI's and had a tangible and measurable impact on sales and marketing metrics.
- Demonstrable experience of sympathetic management of a team of creative individuals.
- Success in building and developing teams in a consumer product business. Detail-oriented, highly analytical, and results-driven approach.
- Exceptional verbal and written communication skills that span cultural differences
- Strong problem solving and decision-making skills.
- Excellent organisation and time management skills with the ability to work under pressure.
- Commercial awareness and strong understanding of the impact of marketing on sales.
- Self-motivated and dynamic individual.
- Proven discipline, drive for results and ability to make commercial decisions with quantifiable ROI and impact on sales.
- Demonstrated ability to manage operational expenditure budgets with sound judgement utilising internal and external resources.
- Experience in international consumer brands, ideally within the pet trade.
- Educated to degree level or equivalent.
- Animal lover.