

Job Description

Position:	DFI Commercial Marketing Executive – 15 months fixed term contract
Department:	Marketing
Reporting to:	Marketing Manager – UK & Europe
Responsible for:	-
Job Function	
<ul style="list-style-type: none"> • Support commercial marketing activity in Europe, overseeing the commercial channel (A&D and specifiers) to deliver consistency and excellent results. • Understand the customer journey, across the commercial channel, and ensure all touchpoints deliver a clear, consistent message. • Drive decision makers to the Designflooring brand. • Work closely with National Sales Managers to ensure that business objectives are met. • Work with DFI Customer Services and Sales and other marketing channel stakeholders to co-ordinate buying experience. • Analyse the effectiveness of all marketing activity, and constantly look for ways to improve results. • Own and lead the planning and execution of launch campaigns for designated new products. • Be an expert in the wider commercial environment in which Designflooring operates. Know the competitors, the trends and the factors influencing the European market, and use these to adapt the Marketing activity we run. • Provide effective cross-functional project management and coordination to galvanise people behind the project and drive through execution. 	
Main Duties	
<ul style="list-style-type: none"> • Plan and execute targeted decision maker campaigns in the commercial channel, both online and off-line. • Work with Digital team on social media (Instagram, LinkedIn) and email campaigns. • Monitor success of all campaigns and provide on-going recommendations for improvement to current approaches. • Support Marketing Manager and Marketing Director with: <ul style="list-style-type: none"> ○ Delivery of collateral ○ Cost management ○ Measurable results – regularly reported ○ Informed recommendations ○ Aid development of new projects • Manage Designflooring’s attendance at European B2B events and exhibitions. • Work with Finance to ensure all paperwork (invoices and POs) are raised in accordance with company processes and timelines. • Fulfil other duties as required <ul style="list-style-type: none"> ○ Lead or provide support to other projects needing focus ○ Pick up new activities that fall broadly in the purpose of the role ○ Fix things that you can see need fixing ○ Identify problems and find solutions. 	

Person Specification

Personal Skills

- Fluent in both English and another DFI “key” language for the commercial channel (French, German or Polish) – both written and verbal.
- Energetic, engaging and positive, with the high EQ, motivation and influencing skills needed to lead people in a matrixed environment without direct line authority.
- Visible passion for Designflooring products, and can inspire others to be passionate too.
- Able to influence at all levels within the organisation; can build strong, productive collaborative relationships to get things done.
- Entrepreneurial flair with drive for business results; understands business and the levers that drive commercial performance.
- Highly capable, with the bandwidth to manage complex/multiple projects.
- Able to plan and deliver strategic initiatives.
- Marketing based analytical skills (financial, rate of sale, return on investment analysis).
- Articulate, able to communicate their vision and plans to others verbally and in writing.
- Wants to take action and have accountability for the results.
- Nimble, creative thinker who is not afraid to challenge the status quo and to take smart risks.
- Driven by a desire to win and for continuous improvement.
- Strong team player, approachable and supportive.
- Willing to travel internationally 2-3 times per year to attend exhibitions and team meetings within Europe.

Experience

- Experience of confidently leading and managing work through teams to review, plan, create and deliver.
- Experience of product or brand management, i.e. simultaneous management of product marketing and communications.
- Strong knowledge of traditional and digital media.
- Experience in B2B marketing.
- Minimum 2:1 degree, or equivalent.
- Experience working with and managing third-party agencies (advertising, graphic design, etc.).
- Previous hands-on experience of selling and directly interacting with customers a great bonus.
- Experience of organising events/exhibitions.