



Head of Marketing

for fashion/childrenswear company with a strong and rapidly growing global platform

Molo is an innovative and dynamic company, where we offer a straightforward and strong corporate culture characterized by humour, enthusiasm, openness, and professionalism. Molo has, over its lifespan, been through a gripping development process and has achieved success on all levels now heavily expanding its international platform by offering high-quality and sustainable fashion for kids. Molo is sold in 750 leading specialty shops, webshops and department stores worldwide – among others Neimann Marcus, Galeries Lafayette, MyTheresa.com, Ssense.com, Brownsfashion.com.

Molo has just moved into a renovated spacious headquarter in the heart of the Nordvest neighborhood of Copenhagen.

THE POSITION

We are looking for a Head of Marketing to shape and brand Molo at the pace of the consumer and accelerating digital landscape. The talented leader we are searching for will champion innovative thinking, storytelling and branding with the aim of developing and strengthening the Molo brand, especially internationally, to contribute to Molo's continued growth. This is done through the development and implementation of brand, communication and marketing activities both off- and online.

The Head of Marketing will be responsible for a wide range of marketing tasks from concept development to planning and implementing the marketing strategies with the Marketing team. The focus is on positioning and visualizing Molo through our sales channels with a consistent DNA-expression. It includes both B-t-B and B-t-C, where the Head of Marketing is a driving force in the development of 360-degree marketing plans aimed at increasing branding in these distribution channels alongside social media and PR.

The Head of Marketing's area of responsibility also includes the development and conceptualisation of all material for use by both partners and Molo's own work in the development of photo shoots, copywriting, product images and email marketing to achieve maximum visual and communicative communication of the Molo brand.

The Head of Marketing will be the daily leader of 4 team members. The profile we are looking for will be an experienced, empowering mentor that contributes to positive team culture and builds opportunities for team and individual development and motivation.

RESPONSIBILITY

The Head of Marketing will be reporting to the company's Product & Marketing Director and the overall responsibilities are:

- Defining and developing Molo's overall branding strategies and activation across all channels: Wholesale, Retail and Online
- Planning marketing activities with Molo's key partners in relation to achieving the greatest possible visibility on their platforms
- Setting the course for catchy and relevant storytelling to build the relationship with our end users - including communication of our sustainability journey - among others on Molo's SoMe platforms
- Development of Molo's marketing presentation at international trade fairs
- Participation and presentation of Molo's marketing initiatives at Molo's international sales meetings
- Content creation across channels through development of different campaign materials, campaign images and copywriting
- Developing and organizing Molo's photo sessions with your team

QUALIFICATIONS

- Higher educational level within the field of marketing
- At least 5-7 years of experience from a marketing department
- Management experience
- Experience in working with several international markets
- Experience in implementing and communicating marketing strategies
- Experience in organizing and executing photo shoots
- Experience in utilizing the many communication opportunities in SoMe
- Excellent presentation-making skills and a captivating communicator
- Experience with budgeting and follow-up
- Fluent written and spoken Danish and English

PERSONALITY

You are passionate about marketing and stay updated within your field to ensure that we create and convey innovative, creative, and useful marketing solutions. As a leader you love to motivate and inspire your team members to ensure that everyone has the best possible framework for solving their tasks. You have excellent communication and collaboration skills and get your messages through in a constructive way. You have a natural interest in fashion and understand what is required to capture Molo's target audience.

GREAT OPPORTUNITY FOR THE RIGHT ONE

This is an attractive opportunity for the right person to get their foot inside an extremely exciting and professional fashion company with a very positive working environment and with the opportunity to make your mark on the future DNA of Molo and communicating our sustainable journey.

APPLICATION

UnikRecruitment assists Molo in the recruitment process. No knowledge of the identity of the candidate will be given to Molo without his or her prior acceptance. For further information on this vacancy, please contact Michael Kjærgaard, UnikRecruitment at phone no. +45 2222 4000 or e-mail mk@unikrecruitment.dk

We look forward to receiving your application and CV for this job in English.

[Apply here.](#)

Closing date for application is ASAP.

Molo