



Chief Marketing Officer

Job Scope

The Chief Marketing Officer (CMO) is a distinguished member of the executive team responsible for devising and executing Facility Solutions Group's comprehensive marketing strategy. The CMO assumes oversight of all marketing operations, including brand management, market research, product marketing, advertising, and digital marketing, with a view to propelling business growth, raising brand visibility, and ensuring that marketing efforts are in sync with the company's overarching goals. The CMO is entrusted with the critical task of driving revenue growth by identifying and capitalizing on market opportunities, fostering customer engagement, and optimizing the company's marketing mix.

Responsibilities

- Develop and execute the organization's marketing strategy in alignment with business goals and objectives.
Conduct market research and analysis to identify customer needs, market trends, and competitive landscape.
Define target market segments, positioning, and value propositions for products or services.
Collaborate with cross-functional teams to develop comprehensive marketing plans and budgets.
Develop and maintain a strong and differentiated brand identity for the organization.
Define brand guidelines and ensure consistent brand messaging across all marketing channels and materials.
Monitor brand performance and perception, implementing strategies to enhance brand equity.
Oversee the development and execution of marketing campaigns to promote brand awareness and recognition.
Lead product marketing efforts, including product positioning, pricing, and go-to-market strategies.
Collaborate with product development teams to ensure market-driven product offerings.
Conduct market research to understand customer needs, preferences, and competitive positioning.
Develop and implement product launch plans, including messaging, marketing collateral, and sales enablement materials.

Advertising and Promotions:

- Plan and oversee advertising and promotional campaigns to drive brand awareness and customer acquisition.
- Manage relationships with advertising agencies and media partners, negotiate contracts, and optimize campaign performance.
- Monitor and analyze advertising and promotional activities to assess effectiveness and return on

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investment (ROI).

Stay updated on emerging advertising trends, channels, and technologies to optimize marketing strategies.

Digital Marketing and Customer Experience:

Develop and implement digital marketing strategies, such as website optimization, search engine marketing (SEM), email marketing, social media marketing, and content marketing.

Monitor and analyze digital marketing metrics like website traffic, engagement, and conversion rates.

Enhance the customer experience by optimizing touchpoints across the customer journey.

Leverage data and analytics to drive data-driven marketing decisions and personalized customer experiences.

Team Leadership and Management:

Recruit, develop, and lead a high-performing marketing team.

Set clear goals, expectations, and performance metrics for the marketing team.

Foster a culture of creativity, collaboration, and continuous learning within the marketing department.

Manage marketing budgets and allocate resources effectively to achieve marketing objectives.

Requirements

- Bachelor's degree in Marketing, Business Administration, or a related field (Master's degree preferred).
Extensive experience (typically 10+ years) in marketing roles, with a track record of strategic planning and execution.
Proven experience in developing and implementing successful marketing strategies.
Strong leadership and team management skills, with the ability to inspire and motivate employees.
Excellent communication and interpersonal skills to effectively collaborate with stakeholders at all levels.
In-depth knowledge of traditional and digital marketing channels, tactics, and best practices.
Analytical mindset with the ability to analyze market data, trends, and campaign performance.
Experience in market research, competitive analysis, and customer segmentation.
Familiarity with marketing automation platforms, customer relationship management (CRM) systems, and analytics tools.
Strong business acumen and ability to align marketing efforts with overall business goals.

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