

Global Marketing Director

About Kekst CNC

Kekst CNC was formed in late 2018 when two of the world's premier strategic communications firms, Kekst, founded in 1970, and CNC, founded in 2002, combined their teams and capabilities to build the leading global strategic communication consultancy worldwide. Our global team of more than 250 experienced professionals serve clients, from our 12 offices in New York, London, Munich, Berlin, Frankfurt, Brussels, Tokyo, Seoul, Hong Kong, Dubai, Abu Dhabi and Stockholm where Kekst CNC is JKL. As trusted advisors, the firm brings expertise on such high stakes matters as: M&A, shareholder activism and governance, crisis communications, restructurings, regulatory investigations, litigation support, investor relations, IPO communications, issues and reputation management, change management and employee engagement, as well as digital and social communications. Kekst CNC is part of the Publicis Groupe, the world's third largest communications group.

Purpose and Scope of Role

We are looking for an ambitious, results oriented self-starter and marketing strategist who will normally be based in our Munich office. Someone that has a deep understanding of marketing and is creatively minded but also business driven; who leads with integrity and a team player. The successful individual must be able to translate business development strategy into measurable marketing tactics and overarching goals. S/he will acquire the subject matter expertise necessary to be a strategic advisor on all areas of Brand, Marketing and Communications. The primary focus of this role is to develop, lead, execute and be accountable for Kekst CNC's marketing plan across its global network and functions. Leveraging our business objectives, our positioning and existing stories, create a top down marketing strategy in close collaboration with the senior team that builds upon the Kekst CNC brand. S/he will significantly support Kekst CNC's business growth, report directly to the global CEO and be part of the Leadership Team.

This role will suit someone with experience of working within a fast-paced professional services environment, exceptional management and communications skills and a proven track record in content development and multi-channel marketing execution.

Main Responsibilities:

- Raising the profile of Kekst CNC and its brand and services globally, as top tier strategic communication consultancy worldwide
- Overall responsibility and control of full global marketing function – working on and overseeing the successful delivery of key marketing activities including: events, content, digital and social media strategies and PR
- Build strong internal stakeholder relationships to ensure the marketing strategy and execution is aligned with business strategy and supportive of management team objectives
- Develop, lead and continuously review Kekst CNC's events programme ensuring we are producing high quality and successful events

- Develop and execute the digital and social media strategy, including content amplification, SEO and PPC activities
- Deliver successful content marketing and PR strategies – working with the team to develop timely, relevant and engaging content
- Produce high quality online and offline collateral to support all marketing and new business activity
- Establish a compelling Marketing function across all offices including our Program Managers in Creative Services, CRM and Events to ensure consistent brand and marketing practises.
- Develop sound working relationships with the entire team, including central service teams and third party suppliers
- Communicate a clear marketing strategy, responsibilities and expected outcomes to the global management team and Partner group on a regular basis

Requirements:

- Advanced graduate degree with strong academic record
- Minimum 7-10 years' experience in a comparable role with an international and at least regional scope ideally in a professional services firm
- High quality written and spoken English as well as German is essential
- A solid understanding of marketing planning, programmes and channel management
- Have experience of managing a range of event formats, from round tables to larger panels
- Experience of producing high quality content and digital/ social media experience
- Experience in using CRM and email marketing software systems
- An excellent working knowledge of the Microsoft Office Suite
- **Leadership skills** - Supervisory experience; confident at managing relationships with diverse stakeholders; confident to engage, influence and challenge business stakeholders; capacity to translate business needs into Marketing and Brand imperatives
- **Personal qualities** - An optimistic and resilient nature with a high energy level and a flexible mind-set; passionate about high-end service delivery across the full marketing program; aptitude to work independently and in teams in a fast-paced, deadline-driven environment; autonomous, self-paced personality with the ability to manage ambiguity and think clearly under pressure