

Slumberland

Vice President of Marketing

JOB SPEC

Overall Summary

Reporting directly to the CEO, the Vice President of Marketing at Slumberland will play a crucial role in steering the Marketing team to achieve organizational objectives. The primary focus is on developing and implementing comprehensive marketing strategies to enhance brand visibility, drive sales, and foster positive customer experiences.

Essential Functions & Accountabilities

Strategic Planning and Leadership:

- Develop and execute a comprehensive marketing strategy aligned with the furniture retail industry, identifying key opportunities for growth.
- Lead the marketing team in determining message strategy, setting media delivery strategy, and establishing annual targets.
- Collaborate with cross-functional teams to ensure marketing efforts complement merchandising and sales activities.

Brand Management:

- Oversee the development and maintenance of brand guidelines, ensuring consistent representation across all channels.
- Spearhead initiatives to strengthen the brand's presence, emphasizing the unique value proposition in the furniture market.

Product Marketing:

- Work closely with the Merchandise team to create and implement effective product marketing campaigns, highlighting the quality, design, and value of furniture offerings.
- Ensure that marketing messages effectively communicate the features and benefits of new and existing product lines.

Multichannel Marketing:

- Direct the execution of marketing messages across various channels, including digital, print, social media, and in-store displays.
- Collaborate with the e-commerce team to optimize online presence, ensuring a seamless customer journey from discovery to purchase.

Customer Experience Enhancement:

- Strategize and implement initiatives aimed at improving the overall customer experience, from the online shopping process to the in-store experience.
- Utilize customer feedback and market research to enhance marketing strategies that resonate with the target audience.

Market Research and Analysis:

- Stay abreast of industry trends, competitor activities, and consumer preferences to inform marketing strategies.
- Conduct regular market analyses to identify new opportunities and areas for improvement.

Budget Management:

- Oversee the departmental budget, ensuring efficient allocation of resources to maximize the impact of marketing initiatives.

Team Development:

- Foster a culture of creativity and innovation within the marketing team, encouraging professional development and collaboration.
- Provide mentorship and guidance to team members, cultivating a high-performance marketing team.

Knowledge & Education Requirements

- Bachelor's Degree in related field and seven to ten years of related experience; or equivalent combination of training, education and experience.
- Proven experience in a senior marketing role within the retail or furniture industry.
- Strong leadership and strategic planning skills.
- In-depth knowledge of multichannel marketing, including digital and traditional methods.
- Excellent communication and interpersonal skills.
- Analytical mindset with the ability to interpret data and market trends.
- Familiarity with furniture retail operations is a plus.

Physical Demands/Work Environment/Equipment: Ability to occasionally lift and/or move up to 10 pounds, and utilize senses such as vision, speech and hearing. Work primarily within a climatically-controlled office environment. Travel is required.

Reasoning Ability/Mental Effort: Ability to define problems, collect, analyzes and interprets data to draw valid conclusions and apply them to the organization's needs. Exercises sound judgment and discretion in keeping with our brand and corporate values. Demonstration of intermediate math skills.

Key Competencies:

- Analytical: Quickly analyze, create and interpret complex issues or statistics and provide timely resolution and direction.
- Communication: Effectively present ideas and information to a wide range of audiences in written and verbal formats and to influence and advance decisions and organizational objectives.
- Individual Characteristics: Lead with honesty and integrity. Treat others with love, dignity and respect. Personal excellence
- Judgment/Discernment: Ability to assess situations and use discretion to resolve while protecting brand and minimizing risk.
- Leadership: Strategic planning – Balance of daily work pace and improvement initiatives – Teach and model
- Organizational: First time quality- Elimination of waste - Lean concepts – Community involvement – Profitability – Project management.
- Team Building: Collaboration – Focus on plan – Work standardization – metrics for decisions and benchmarking.

Contact Information →

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