



VÉA Sourcing search  
***BU's Marketing Directors***  
***The Balkans***

**REF# 578**



May 8<sup>th</sup> of 2024

***Dear all,***

***We're looking for (3) BU's Marketing Directors, in the Balkans, for one of our Clients from the Construction Sector.***

***This is a permanent position (Full Time Equivalent role).***



Our Client needs skilled Marketing Directors for his Balkanic Business Units.

3 positions are open.

The Marketing Director is focused on leading and implementing marketing strategies to drive

Sales Growth and Commercial Transformation initiatives.

This role involves working closely with cross-functional teams to develop and execute marketing plans that align with the Company's commercial objectives.

Being part of the Management Team, the position holder will be co-responsible for the formulation of the annual budgets and their reviews.

He / She will also be able to implement Customer Strategy with a deep knowledge of the Construction / Building ecosystem.

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The role is pivotal in developing and executing marketing & business development strategies that contribute to the overall commercial transformation goals to strengthen core business and drive green growth.

This involves strategic planning, market analysis, cross-functional collaboration, and a focus on measurable results.

A close collaboration with the centralized Commercial Transformation team will be an integral part of the job.

➤ He / She reports to the GM of the BU

 CLIENT

Our Client is a key player from the Construction Industry, operating worldwide.

 LOCATION

HQs are based in Athens, **Greece**.

Our 3 Bus are located as follows:

1. Kosovo, North Macedonia, Albania
2. Serbia
3. Bulgaria

All applications will be considered, as long as matching the search criteria.

 SCOPE

- ✓ Contribute to Company's accelerated deployment & growth in Construction solutions both as main product lines and as complement to existing product lines.
- ✓ Manage product & business development strategy and innovation within the Decarb framework.
- ✓ Define with local R&D and production departments innovative product ranges withing the green growth framework and their supporting launch campaigns.
- ✓ Enable the local Sales team with operational Sales support as well as trainings and experience sharing for upskilling the local talent,



- ✓ Frame and follow up local as well as European norms & regulations, interact with the local authorities & institutes and evaluate the effect of changes thereof in the domestic market performance.
- ✓ Contribute to increase the knowledge on segment approach at all levels, connecting with many different interlocutors centrally, globally and country wise,

### **Main responsibilities:**

#### **1. Market analysis (in collaboration with the Sales Team):**

- o Conduct thorough market analysis to identify opportunities for commercial growth and transformation within the construction materials industry.
- o Analyze market trends, competitor activities, and Customer behaviors to form marketing strategies.
- o Contribute to business development with meaningful proposals for M&As within the core or downstream.
- o Assess the size and potential of each market segment and product category to prioritize and allocate resources effectively.
- o Contribute to building a vision and to build products and services positions regarding main segments, offer & technologies, organizations.

#### **2. Budget Management**

- o Design and manage the marketing budget for commercial transformation initiatives, ensuring cost-effectiveness and a strong return on investment.
- o Allocate resources appropriately to support various marketing activities.

#### **3. Customer Understanding & Engagement**

- o Develop a deep understanding of the needs, preferences, and pain points of Customers within each identified market segment.
- o Conduct Customer surveys and prepare profile categories.
- o Collaborate with the sales team to collect insights from the field.
- o Work closely with the sales team to devise and ensure a positive Customer experience that aligns with commercial objectives.
- o Develop and implement strategies to engage and retain Customers throughout the commercial transformation process.

#### **4. Product and Service Marketing**

- o Work closely with product development teams, both local as well as in HQ, to customize existing products or develop new products that align with the specific needs of each market segment.
- o Ensure that the Company's products and services are positioned competitively within each segment.
- o Develop and implement go-to-market strategies for product launches and updates.
- o Collaborate with the sales team, both locally as well as in HQ, to create marketing plans for new and existing products aligned with the commercial transformation objectives.



## **5. Performance Monitoring & Reporting**

- o Monitor and analyze the performance of products and services within each market segment.
- o Establish key performance indicators (KPIs) to measure the success of marketing initiatives related to commercial transformation.
- o Regularly monitor and analyze the KPIs and report on the performance of marketing campaigns and strategies.

## **6. Brand Positioning and Messaging**

- o Develop compelling and targeted communication strategies with the objective of increasing brand awareness and the value proposition of the Company's products and services in the context of commercial transformation.
- o Build and maintain strong relationships with key Customers and Stakeholders within each market segment.

## **7. Strategy Planning & Development**

- o Develop and implement marketing strategies that align with the overall commercial transformation objectives.
- o Develop and implement market segment strategies that align with the overall business objectives.
- o Set clear goals, targets, and KPIs for each market segment and monitor performance regularly.
- o Collaborate with cross-functional teams to ensure alignment and seamless execution of segment strategies within the commercial transformation frame.
- o Work closely with the sales team to provide training and support for effective implementation of segment-specific initiatives.
- o Provide support and resources to sales teams to enhance their ability to meet commercial goals.

## **8. Market Intel & Innovation**

- o Stay informed about industry trends, technological advancements, and changes in Customer preferences.
- o Identify opportunities for continuous improvement in product offerings, Customer experiences, and segment strategies.



## TECHNICAL PROFILE

### • Education:

- o Holds a Bachelor's Degree in Economics, Business, Marketing or Civil Engineering.
- o MBA or MSc in Marketing is highly evaluated.

### • Knowledge /Experience /Technical competencies:

- o Strong experience in Construction and Building industries.
- o Project Management with proven results.
- o 10+ years of working experience in similar Senior Management capacity with proven Leadership and Management experience and Business Development.
- o Demonstrated achievement of excellence in the workplace and continual process improvement.
- o Site experience is needed, a Site Engineer experience, enabling you to implement the go-to-market strategy for the Company is a plus
- o Customer needs knowledge and comprehension.


### • Skills and Abilities:

- o Strong leadership skills and ability to function within a team.
- o Excellent verbal and written communication in English language.
- o Strategic and structured mind, good mastering of marketing tools (from segmentation to launch).
- o Excellent analytical and synthesis skills.
- o Problem solving & decision-making skills.
- o Meticulous and eye for detail.
- o Capacity to lead and embark teams in new business endeavors.
- o Very well organized.
- o Fully autonomous.
- o Creative, deal-focused with the ability to build relationships and to lobby with stakeholders to achieve the required playing field.
- o Proficiency in CRM software MS Office



## REMUNERATION

Attractive package.  
Expenses reimbursed.

 PROBABILITY

Absolute certainty.

 LANGUAGES

Excellent written and oral command in **English**.

**Greek** (fluent or native level) is a plus as well as any extra language such as **French** or **German** or other Balkanic languages.

 START / END

Immediate.

 WORKLOAD

Full time.

Priority will be given to full time available Candidates, ready to take a permanent position. Candidates will need to be authorized to work in the Balkans and in Greece.

Interested? Thanks to forward us a **COVER LETTER** with your **RESUME (in English)**, respecting the [TEMPLATE 1 application format, from our website](#), mentioning the **578** reference.

Please send a unique file to [application@veasourcing.com](mailto:application@veasourcing.com), along with the results of [Your Self-Assessment](#) and your commercial conditions.

Only complete applications, strictly answering to the expected criteria, will be addressed.

If no answer was given to you after a period of 10 days, please consider your application as not selected.

*If this role isn't right for you, don't forget to forward it to your own network - it may be perfect for someone else!*



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***Our backbone is made up of Operational Excellence and Continuous Improvement!***

***Drawing on a Global Resource Network, VÉA Sourcing recruits your Strategy, Transformation and M&A Consultants, as well as your PMOs, SMEs, Interim and Transition Managers, Worldwide.***

***We secure ALL business cases, in ALL sectors.***

***Trust us with your profile searches:***

***- Free of charge***

***- No commitment***

***- Full confidentiality guaranteed.***

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**Note-taking:**

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