



JOB DESCRIPTION

TITLE: Vice President, Marketing
REGION: EMEA
LOCATION: Haslemere (UK) or Hamburg
REPORTING TO: SVP, Global Head of Marketing

MAIN RESPONSIBILITIES:

- Drive the ongoing development and implementation of business strategy.
- Ensure that each commercial opportunity is optimized through the entire life cycle of our asset investment.
- Provide Global Head of Marketing with ongoing market intelligence by maintaining a strong network of industry contacts in the EMEA region
- Provide Marketing leadership in all areas of BIL's EMEA operation across all product types
- Lead the EMEA Marketing team proactively and decisively from the front, rigorously emphasizing BIL's goals and objectives
- Increase revenue and profitability in accordance with BIL's corporate strategy and revenue targets.

MARKETING MANAGEMENT AND STRATEGY

- Realign marketing team in EMEA to deliver regional goals and objectives; and to ensure that the annual objectives and budgets are successfully achieved
- Describe vision to EMEA Marketing team
- Continually evaluate the performance by providing constructive guidance for improvement and development.
- Communicate Marketing strategy and objectives so that all EMEA marketing/customer service personnel are fully cognizant of the company's objectives
- Monitor key drivers of global and EMEA trade flows and the implications for business strategy
- Establish KPIs for each Marketing Directors in EMEA
- Maximize leasing revenue in EMEA for both new and expiring Lease Schedules
- Create and deliver new business opportunities within the existing and potential customer base
- Weekly sales meetings with EMEA sales staff
- Weekly sales meetings with Global Head of Marketing
- Monthly sales meeting with Global Marketing staff
- Manage deal pipeline report in EMEA

SPECULATIVE PURCHASING

- Provide Global Head of Sales with ongoing market analysis and justifications for new build orders

EMEA INVENTORY MANAGEMENT

- Maintain and improve utilization of all containers and to reduce depot stocks with innovative and profitable solutions
- Manage inventory in EMEA through monthly reviews with Ops and Marketing on depot status
- Analyze box repositioning opportunities for units to be re-leased in conjunction with Head of Global Marketing and SVP Commercial Management and Strategy

CUSTOMER MANAGEMENT

- Evolve and implement Beacon's overall EMEA customer relationship strategy
- Develop diversified customer base aligned with Beacon's regional fleet leasing needs
- Visit each customer and establish relationships and dialogue with key accounts on a regular basis.

MARKETING AND PROMOTION

- Oversee marketing travel plans, agendas of the Marketing team in EMEA
- Ensure that the Beacon brand is built so that it becomes a bellwether for the industry in both customer service, product and leasing offerings and in its quality of customer relationships

REPORTING

- Provide quarterly market updates on the Dry and Reefer markets in EMEA to Beacon's Executive Management team
- Understand MUL investment criteria for pricing new deals and depot lease outs

QUALIFICATIONS:

- Proven operating and business leader with previous commercial and general management experience in a leading asset leasing, container or related logistics services organization.
- Ideally, the candidate will have at least 10 - 15 years of experience in the segment in a senior management role.
- Ability to manage staff across different regions in EMEA, languages and culture
- Customer focused with a deep understanding of industry trends.
- Track record of developing long-term business strategies, execution and tactical delivery.
- Great presentation skills
- Integrity and sound business judgement
- Excellent written and verbal communication skills
- Excellent organizational and follow up skills within local and corporate context
- Proven track record of negotiation skills and excellent interpersonal skills
- Ability to problem solve and think critically
- Proficiency in MS Office
- Able to make decisions and act on them
- Self-motivated and independent
- Willingness to regularly travel internationally to meet company needs

CRITICAL SUCCESS FACTORS:

- LEADERSHIP – get everyone on board
- PROACTIVE management of strategy
- ARTICULATE strategy to all stakeholders
- Attain profitability objectives
- Establish strong, trust based, working relationship with the Beacon's Head of Global Marketing
- Assess, realign, make the required changes where needed within Beacon's marketing function in EMEA to ensure the global department and platform is positioned for success.
- Achieve targeted budget on capex and APREC objectives.
- Penetrate further on key customers – especially Maersk and HAPAG

How do you get in touch with Beacon?

- Please email Jessica Matos, HR Manager at jmatos@beaconintermodal.com.