



ManpowerGroup®

## REQUIREMENTS

- Minimum 10 years of progressive marketing experience driving marketing planning and execution in the technology or human capital industry
- Bachelor's degree in marketing, business, IT or related field; MBA preferred
- Direct experience in digital marketing strategies and demand generation (SEO, web, social media, etc)
- Expertise in data analytics platform technologies and social media (e.g. CRM, marketing automation, analytics) and data-driven mindset
- Experience in project- and budget management
- Experience working for a mid/large-sized global matrixed organization

VACANCY

# Global Marketing Director Experis



**Experis is ManpowerGroup's most-profitable business and focused on professional resourcing services in the IT sector. The Global Marketing Director Experis is responsible for marketing strategy and implementation, working at a global level as well as within the local markets. This is an excellent opportunity for a seasoned marketing professional ready to grow the Experis brand and business.**





## ABOUT

# ManpowerGroup

**ManpowerGroup is a global leader in staffing & recruiting services, serving large and small organizations across all industry sectors. The company was founded in 1948 and today it has over 400.000 clients and 4.3 million associates in manpower. Experis is one of three ManpowerGroup business units and provides professional resourcing services globally with a strong focus on the IT industry. The business offers its services across 5 practice areas: Business Transformation, Cyber Security, Cloud & Infrastructure, Digital Workspace, and Enterprise Applications.**

Experis is a global brand and its strategies are also developed globally and subsequently rolled out into the markets. The business is currently boosting its organization by setting up leadership in the regions. In addition, it has identified several countries across Europe and North America which are a priority as markets for potential growth.



VACANCY

## Global Marketing Director Experis

The Global Marketing Director Experis is responsible for leading the overall global strategy, coordination, and alignment of the marketing planning and execution for the Experis brand. Experis is highly profitable and an increase in brand awareness and lead generation is a top priority.

While this is a global role, there will be a strong focus on priority countries in Europe and North America. The Global Marketing Director Experis will ensure that the marketing strategy and positioning of the Experis brand are implemented in all priority markets while enabling business teams to achieve double-digit growth in revenue and margin.

This role will entail several areas of responsibility. First, the Global Marketing Director Experis leads the global marketing strategy and manages all brand positioning, campaigns, messaging, and co-marketing agreements. Here, global governance of the Experis brand and adherence to brand guidelines is essential. It also involves working together with regional and country teams to develop marketing programs and leveraging marketing analytics to assess performance and improve tactics.

Second, the goal is to position Experis as a domain expert in the IT industry. This means monitoring trends and being able to propose innovative growth ideas and new product offerings. It is important



therefore to build and expand relationships with IT industry analysts. Also, together with Strategic Communication, the Global Marketing Director Experis develops Thought Leadership research and publications to enhance Experis positioning. Therefore, a strong understanding of IT is essential.

Third, the Global Marketing Director Experis works with the Global Market Intelligence team and the country teams to coordinate the annual market research and to drive strategic insights, and uncover potential new opportunities. Monitoring competitive behavior and adapting marketing accordingly is also key.

The position reports directly to ManpowerGroup's Chief Marketing Officer in Wisconsin, USA, while also taking part in the European leadership team. In addition, this role works closely alongside marketing leaders in the countries and regions, who drive the execution of local marketing plans.

The position is based out of Amsterdam, in the Netherlands. Working from another European location is an option. This is an exciting opportunity for an IT-savvy, seasoned marketing professional to enter a top-notch staffing & recruiting company and grow the business to new levels globally. ■

**Interested?** ManpowerGroup is working with Top of Minds to fill this vacancy. To express your interest, contact Jessica Lim at [jessica.lim@topofminds.com](mailto:jessica.lim@topofminds.com)



**“In order to meet our targets, we are working in a very data-driven way. We are also expanding our capabilities in marketing performance analytics.”**

**April Dunn, Chief Marketing Officer**