



POLSPOTTEN

VACANCY

Brand Director

Requirements

- 10+ years' experience
- In brand marketing
- With luxury brands
- B2B and D2C marketing management
- Effective project manager
- Creative and analytical

 **Amsterdam**  **Minimum of 10 years experience**



POLSPOTTEN is a luxury, interior accessories company known worldwide for their playful designs and iconic home décor products. Their Brand Director will establish the company's unique brand identity, take its content and campaigns to the next level, and expand the company's reach to new regions, retailers, and customers.



POLSPOTTEN

Thirty-five years ago, entrepreneur Erik Pol was on holiday in Spain, when he received a beautiful terracotta plant pot from a local potter. Upon his return to The Netherlands, Pol quickly discovered that every flower shop in Amsterdam wanted to purchase his new pot, and he launched POLSPOTTEN with just a few plant pot designs. Today, the company has grown into a globally recognised, high-end home decor brand that sells its product lines in sixty-five countries.

Anyone with a keen sense of design will likely know about POLSPOTTEN's furniture, tableware, and accessories. Their products are sold worldwide at exclusive, major concept stores, platforms, and department stores such as De Bijenkorf, Selfridges, Farfetch and the Conran Store. The company doesn't mass produce their products — every item must be unique and in line with their purpose 'Add Play to Space.' They use sustainable materials and production practices and focus on creating high quality, timeless products.

In 2019, the owners sold the company to private equity firm Karmijn Kapitaal. This enabled POLSPOTTEN to pursue their ambitious growth plan at an accelerated speed. The brand is focused on significantly increasing their current revenue of sixteen million euros and expanding their presence in The Netherlands, Europe and beyond. They plan to achieve these goals by attracting new customers, expanding existing partnerships, and developing new products.



VACANCY

Brand Director

POLSPOTTEN is very well-known in the luxury home goods market for a relatively small brand. But in order to stand out against the competition and expand their sales to new regions and retailers, the company needs the right strategy, relationships and content to take their brand to the next level.

The Brand Director will develop a unique brand identity for POLSPOTTEN, and enhance their reputation as a key player in the luxury goods market. They will oversee the company's digital and traditional marketing and branding efforts, with their creative vision and the necessary structure to boost the brand's visibility and accelerate their international expansion. Understanding the impact of a personalized customer journey on a brand's success, this role will analyze B2B and D2C sales channels to identify challenges and opportunities to enhance the customer experience in both markets.

Creative and business savvy, the new Brand Director will initiate strategic ideas to translate brand DNA into omnichannel brand activations and communications. They will ensure all branding elements including messaging, content and visual identity, are consistent across all channels and markets. They understand high-end brands and their customers, are well informed about luxury brands, innovations, and developments in the market and apply this knowledge to the campaigns they create.



Responsible for all branding on a creative and conceptual level, the Brand Director will establish brand KPIs and strategically steer campaigns, and actively monitor their effectiveness to achieve results. They will manage the company's commercial calendar, set priorities to optimize the brand name and reputation, and translate them into project plans, budgets, and briefs for the production team.

The Brand Director will report to the CEO and manage the Marketing Team, which consists of a Campaign Manager, Marketing Coordinator and Graphic Designer. Working closely with the Studio and Marketing teams, as well as external creative and production teams, the Director will ensure that all branding is consistent and on trend. They are a strong communicator and project manager who can easily manage multiple tasks, stakeholders, and deadlines simultaneously.

POLSPOTTEN encourages employees to follow their creative instinct, stay curious and think outside-the-box. The Brand Director will join a team of thirty enthusiastic and ambitious individuals in Amsterdam where the company recently opened a new office and brand store. This is an exciting opportunity for a creative and structured individual with experience establishing a strong brand in a very competitive market. ■



Interested? POLSPOTTEN is working with Top of Minds to fill this vacancy. To express your interest, please contact Emily Olij at emily.olij@topofminds.com.



“POLSPOTTEN is growing quickly. We need the right vision and structure in our content and campaigns to match our ambitions. The Brand Director will help us stand out and reach more customers, and make living environments around the world more sustainable and inspiring.”

**Victor van Nieuwenhuizen,
CEO of POLSPOTTEN**