

Vacancy at Vlisco

# Head of Brand

# VLISCO

SINCE 1846



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Visco is known for its unique printed fabrics, crafted using time-honoured methods and quality materials, and sold in more than fifteen countries across West and Central Africa. Now the company is making the shift from textile manufacturing mastery to brand-led organization. The Head of Brand shapes that transition: building a brand identity that connects a 180-year heritage with a new generation of consumers.

## Requirements

- Over 10 years of experience in brand management within premium, lifestyle, or fashion
- Track record of building brands, with a strong sense of luxury branding
- Experience in an international or multicultural setting
- Familiarity with the full marketing mix: social media, PR, and brand campaigns
- Strategic thinker with an eye for detailed execution
- People management experience
- Affinity with African cultures and/or experience in African markets
- Strong analytical skills

📍 **Helmond**



# About Vlisco

Headquartered in Helmond with a second office in Amsterdam, Vlisco designs, produces, and sells textiles across West and Central Africa through its own retail boutiques, e-commerce, and a wholesale network of distributors and open markets. In nearly 180 years of production, Vlisco has created more than 350,000 original designs.

Vlisco's heritage and design signature is a multicultural symbiose of beauty and craftsmanship where each print has its own distinctive originality. What sets Vlisco apart is not just the product, but what consumers have made of it. Women in countries such as Nigeria, Ghana, Côte d'Ivoire, and Benin have given Vlisco prints their own names and stories, adopting them into celebrations, wardrobes, and daily life. Many designs are collectors' items.

Vlisco is investing to further enhance its brand and footprint in Africa and its focus to strengthen brand building. The ambition is to build the brand that resonates with a younger, digitally connected audience in Africa and beyond.





Vacancy

## Head of Brand

Vlisco is expanding its Marketing Team to accelerate building a desirable brand identity. A clearly defined brand strategy and value proposition are now in place: the Head of Brand translates them into consistent execution across every market and touchpoint or channel.

The work is as varied and dynamic as the markets Vlisco operates in. One day involves shaping a creative brief for a seasonal campaign; the next, assessing how a product lands at a market in Abidjan or reviewing content for social media. The Head of Brand owns the marketing programmes for four seasonal collections per year and coordinates new product launches. Working closely with the creative studio, digital team, and regional marketing colleagues in Africa, the role combines strategic oversight with direct involvement in execution in a cross-cultural environment.

“ This role requires a driven professional who has done the full brand cycle enough times that it feels second nature. Our new Head of Brand genuinely connects with the culture behind the product, is curious about the world our consumers live in, and holds everything to the same creative standard and strategic clarity.”

▪ Jody Samuels Ike, Marketing Director

Attention to detail is essential in this role. It requires a natural feel for luxury and a strong sensitivity to Vlisco's unique positioning, ensuring that every expression of the brand reflects its distinctive character and elevated aesthetic.

A strong brand builder with the discipline of classical marketing and the curiosity to operate across cultures and continents will thrive in this role. The right candidate brings energy to the team, raises the bar on creative output, and sees the enormous potential of a brand that most of the world has yet to discover.





## Interested?

Visco is working with Top of Minds to fill this vacancy. To express your interest, please contact Marc Mohr at [marc.mohr@topofminds.com](mailto:marc.mohr@topofminds.com).



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