

Job Profile

Job/Title:	Head of Sales & Marketing
Job level/profile:	Position of trust and confidentiality / Full time
Legal Entity/Department:	PalletBiz Franchising Zrt.
Direct reference:	Group COO
In-direct references:	Board of PalletBiz Group
Back-office (s):	PalletBiz Corporate HQ (Central East Europe / Hybrid)
Expected start:	Immediately
Expected gross salary range:	2,350 - 2,850 EUR/month, depending on qualifications

PalletBiz is an international manufacturer and distributor Network, developing and maintaining a unique Business System for Packaging and Handling Materials made from wood and metal – primarily focusing on both standard returnable transit packaging (e.g., pallets, crates, collars, bins, frames, etc.), as well as custom designed and manufactured products for our customers. The Business System has been franchised to several countries in Europe, Middle East, and Africa – and the PalletBiz Network is currently operational in 12 countries, with the Franchisor entity, PalletBiz Franchising Zrt. (HQ) located in Budapest, Hungary. Visit our website at www.palletbiz.com to learn more about the company.

The PalletBiz Network has experienced very high growth rates, whereas PalletBiz Franchising has recently acquired some subsidiaries in our industry, and we have further plans for operational development throughout our footprint.

We are continuously expanding our markets which requires structured focus and direction on marketing activities as well as the coordination and management of our International Key Accounts (IKAs).

We therefore wish to employ you as our:

Head of Sales & Marketing (Location: Central East Europe [CEE], English speaking)

You will be heading our Corporate Business Development department, which oversees the commercial activities and global IKA service coordination across our business regions.

Our Head of Sales & Marketing will work in close cooperation with the regional PalletBiz operations and play a key role in supporting the Executive Management Team with strategic customer relationship management, marketing projects, and commercial decision-making. The position, which reports to the Group COO will work as part of our international network organizational structure and will have its base in Central East Europe. Hybrid or remote work can be subject to agreement.

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Duties and Responsibilities

Leads Management and follow-up across the regional network

Our websites and the marketing activities generate a constant flow of leads. It is the responsibility of the Corporate (Internal) Sales function to ensure that **leads are identified, classified, and distributed** in accordance with the company policies – and followed-up by the respective sales departments.

We use the PalletBiz **CRM system** to track the activities and results of the marketing and sales activities.

Via the CRM system, the function will also have responsibility for internal development of inactive accounts and leads/contact by identifying opportunities and coordinating and communicating with regional teams on sales activities for re-engagement.

Coordination of activities and communication with International Key Accounts (IKA's)

The Corporate Sales function will assist the Regional Business Developers & Group COO with the **coordination of activities related to the top International Key Accounts (IKA)** across regions and countries. This includes **participation in co-sales visits** with Key Account Managers and **regular follow-up meetings/contacts** with the respective key staff of the IKAs. The role will be responsible for coordination of IKA projects and tenders throughout the internal PalletBiz Network and ensure the continuous flow of information between regional stakeholders and IKA contacts. We have a consultative approach to our Key Accounts and offer various **consulting services**. The Corporate Sales function must be a part of – and contribute – towards this consultative approach.

Market & Marketing Research

The Business Development Departments are responsible for **understanding the competitive environment** in each region, however, it is the responsibility of the Corporate Marketing function to **understand how to communicate to the different segments of the markets** – i.e. suppliers, logistics providers and end users of packaging and handling materials. In cooperation with the regional Business Development Departments, it is furthermore the aim to be able to **identify and address our specific target groups** (accounts & partners) – ultimately resulting in a market plan.

Resources for the market & marketing research will be available from the project organization and the regions.

Planning and Overseeing the Execution of multi-channel marketing activities and campaigns

Each region is maintaining a rolling Strategic Directions and Operating Plan – consisting a.o. of a market plan for each country franchise. It is the responsibility of the Corporate Marketing function to assist each region with the **development of targeted marketing plans and budgets** – and to assist, coordinate, and synchronize the execution in the regions and to ensure follow-up/learning from the **campaigns and other actions**.

The global and regional marketing planning shall be regularly reviewed with the Group COO and presented in the respective management fora.

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Competencies & capabilities

Our Head of Sales & Marketing must possess both strong quantitative abilities and excellent written and oral communication skills. You must be able to think and act both practically/operationally, as well as strategically and analytically. You must be driven by results and be able to participate in our company innovation and future development.

Core skills – must have:

- Relevant education and minimum 5 years of **experience in sales and overall commercial functions**
- Practical **experience with CRM systems**
- Min. 3 years of experience in **customer account & relations management**
- Relevant **industry experience** from Packaging and/or Materials Handling, Logistics or Supply Chain
- Practical experience in managing **digital presence and marketing** (display advertising and PPC campaigns) with measurable results via e.g., Google Ads & Analytics, LinkedIn Campaign Manager...)
- **Project management** experience
- Full working proficiency in **English (C1 level or native)** language.

Advanced skills – nice to have:

- Experience working with **B2B marketing and preferably with multi-national firms** and subsidiaries.
- Familiarity with marketing **budgets** and commercial **performance management**
- Proficiency in **other, relevant European languages**

Personal characteristics

- You must be energetic, proactive, and business oriented.
- You must be able to work independently as well as in teams - and be able to think “out of the box”.
- You must be able to work equally well with many different cultures and organizational levels.

What we can offer: Career development & perks

As you will be joining a commercially oriented department, there will be very good opportunities for career development.

We also offer:

- ☺ Benefits package, incl. KPI-linked periodic bonus
- ☺ Company IT assets, incl. phone & laptop
- ☺ Opportunities for professional growth and development within a dynamic and expanding network.
- ☺ Exposure to a diverse range of commercial challenges, contributing to skills enhancement.
- ☺ Working closely with industry experts and high-level management, demonstrating commitment to excellence and innovation.