

Head of Marketing and Commercial Strategy

OPPORTUNITY

Ainira Industries is currently seeking applicants for Head of Marketing and Commercial Strategy for our growing verticals. We are looking to expand our team with a strategic manager with experience in marketing and commercial innovation, with a confident style that fosters action, collaboration, and accountability.

With collaboration and close partnership with Mercedes Benz, VW Group, Mitsubishi, Intel, Boeing, and Lockheed Martin, we have the backing of world's most valuable brands, but with the flexibility to drive our own success in market. With our significant investments in technology, we strive to maximise the value of the products we develop for the world along with a commitment to enhance Ainira's impact to society.

JOB DESCRIPTION

As Ainira continues on its evolution of innovation and growth, the best people and top professionals are critical to our success, and in supporting our clients and catering to market requirements. Our work is not just about delivering a project and moving on to the next challenge; instead, we are building an evolving high-tech ecosystem where profits follow relevance, which will empower organisations as they transform.

Reporting to CEO, the Head of Marketing and Commercial Strategy will be responsible for a broad scope of deliverables that ultimately assist senior management in ensuring the business achieves its strategic goals. This role will require you to act as the central point of knowledge of key market competitors and trends that have the potential to impact Ainira's core businesses – AI Semiconductors, and Intelligent Vehicles.

With the tasks for organising internal teams and developing enduring, trusted, and profitable relationships with our customers, you will lead the multi-million dollar customer engagements and build your network with the top marketing leadership in major companies across virtually all industries. You will work to reveal the business drivers for Fortune 500 by applying expertise forged at the intersection of marketing and AI.

RESPONSIBILITIES

- Help bolster the Company's market share by executing marketing strategies across various channels while remaining consistent with brand identity
- Make critical decisions throughout the process, and be responsible for the business plan, marketing, commercialisation, and go-to-market strategy for our strategic thrusts' products
- Building and scaling new businesses whilst incubating growth thinking into every stage of the process, diagnosing their needs to identify new insights, and translating these insights into actionable data
- Set objectives to create profitable and concerted marketing strategies for the Company and its clients, and collaborate with multi-functional teams to execute them while targeting the proper audience
- Develop and manage a data marketing road map, and working with internal and external stakeholders to maintain a conduit between the customer and the disruptive products in line with the business goals
- Refresh/extend strategic planning within digital competitor benchmarking and intelligence, customer positioning, and emerging technologies analytics, through expert understanding of category landscape

- Creating and embedding capability for continuous improvement through process and project delivery excellence, lasting organisational change, and program engagement with all stakeholders
- Analyse customer insights, market data, and campaign metrics, and work closely with sales teams to understand their needs and align marketing initiatives to support business objectives
- Financial modelling, and managing projects plans, forecasts, budgets would be a piece of cake for you

SKILLS and ABILITIES

- Bachelor's degree in Marketing, Applied Science, Statistics/Mathematics, or Economics; MBA preferred
- A head for numbers, a heart for customers, and a passion for delivering on projects that have grown into long-term relationships by having defined standards of marketing efficiencies
- 8+ years' experience in marketing analytics strategy or marketing consulting, in a client-facing role
- In-depth knowledge of CRM software and content management systems, and solid understanding of digital marketing techniques and platforms
- Strong leadership skills and the ability to recruit, coach, inspire, and retain a top team of analysts and quant modellers, by fostering an energetic, vibrant, and effective work environment
- Strong project management and organisational skills, interpersonal skills, and the ability to collaborate effectively with cross-functional teams
- Exceptional analytics and quantitative acumen with understanding of predictive analytics and marketing mix models, well versed in data having no problem calling BS when data blocks look wonky
- Resilient work ethic with the capability to adapt to the situation, flexibility and nimbleness in terms of work planning, and the ability to think quick on your feet
- Fearless out-of-the-box thinker, who communicates with conviction and helps those around them, including the senior management, to understand the rationale and how to adapt accordingly
- Experience in running contract negotiation at a senior management level, commercial analysis, and partner performance
- DeepTech industry and big data techs (eg. AWS) experience a must; Big Brand expertise a huge plus
- Travel domestic and internationally 25% of the time – EU, US, GCC, SE Asia, and Australia in particular

COMPENSATION

This is a senior role within the business and the compensation package, which includes company stock, will be structured to reflect the experience and expertise of the successful candidate.

APPLY

Click "Apply" below or use form in the Contact section – quote the reference number HR-COR-0015. Only the shortlisted candidates will be contacted. Thank you for your interest.

Recruitment agencies, please note that no agency candidates will be accepted.