

Role: Head of Brands and Marketing

Industry: Manufacturing, Education, Humanitarian Aid, Lifestyle, Retail & B2B

Location: Gbagada, Lagos

Employment Type & Work Mode: Full-Time | Hybrid/Onsite (as required)

Report To: Head of Commercial **Supervises:** Brand, Digital Marketing, Content, Social Media & Creative Teams.
Relationship: Executive Management

Overview

The Head of Brands & Marketing is responsible for building and executing a cohesive brand and marketing strategy across SKLD’s diversified portfolio including Education, Humanitarian Aid, Lifestyle, Retail, and B2B businesses.

This role provides strategic brand leadership while ensuring strong execution discipline, measurable marketing outcomes, revenue enablement, and consistent brand representation across all internal and external channels.

<p>Key Responsibilities:</p> <p>Strategic Planning:</p> <ul style="list-style-type: none"> • Develop and execute enterprise-wide brand and marketing strategies aligned with SKLD’s revenue and growth objectives. • Translate business goals into actionable marketing and brand initiatives across all business units. • Identify new market opportunities through research, insights, and performance data. 	<p>Qualifications:</p> <ul style="list-style-type: none"> • Master’s degree or professional certifications are an advantage. • 8–12+ years experience in Brand, Marketing, or Communications leadership roles. • Proven experience managing multi-brand or diversified portfolios. 	<p>Key Performance Indicators (KPIs):</p> <p>Brand Awareness and Equity:</p> <ul style="list-style-type: none"> • Growth in brand recognition and visibility. • Brand perception, loyalty, and
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<p>Brand Management:</p> <ul style="list-style-type: none"> • Oversee the creation and implementation of brand guidelines. • Ensure consistent branding and representation across all marketing and communication channels. • Lead initiatives to strengthen brand positioning and equity. • Strengthen corporate, employer, and product brand positioning across all SKLD businesses. • Oversee brand storytelling initiatives including campaigns, documentaries, PR placements, and leadership visibility. <p>Marketing Campaigns:</p> <ul style="list-style-type: none"> • Collaborate with cross-functional teams to ensure cohesive messaging and marketing efforts. • Analyze campaign performance and adjust strategies accordingly. • Design and execute integrated marketing campaigns across digital, retail, wholesale, and B2B channels. • Drive customer acquisition, retail footfall, online transactions, and lead generation. • Oversee content strategy, social media, influencer marketing, and community engagement. • Support commercial and retail teams with campaign execution, promotions, and product launches. • Analyse campaign performance and optimise strategies using data-driven insights. 	<ul style="list-style-type: none"> • Strong exposure to both B2B and B2C marketing environments. • Experience working with cross-functional teams including Sales, Commercial, and Operations. • Strong knowledge of digital marketing, analytics, and performance measurement tools. <p>Personal Attributes:</p> <ul style="list-style-type: none"> • Results-oriented with strong ownership mindset • Commercially driven and data-focused • Structured yet creative thinker • Strong leadership and stakeholder management skills • Comfortable balancing strategy with hands-on execution • High attention to detail with focus on impact 	<p>engagement metrics.</p> <p>2. Customer Experience:</p> <ul style="list-style-type: none"> • Customer satisfaction and NPS improvement. • Engagement and feedback metrics. <p>3. Revenue & Commercial Impact</p> <ul style="list-style-type: none"> • Revenue contribution from marketing initiatives. • Retail footfall growth and online transaction performance. • Lead acquisition and conversion rates. <p>Campaign Performance:</p> <ul style="list-style-type: none"> • Effectiveness and timeliness of
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Advertising & Media Planning:

- Plan and manage advertising strategies across digital, traditional, and retail media.
- Manage influencer, media, and strategic partnerships.
- Optimise advertising spend to ensure ROI and alignment with business priorities.

Team Leadership & Process Optimisation:

- Foster a collaborative and innovative work environment.
- Build, lead, and develop a high-performing Brands & Marketing team.
- Define clear workflows, timelines, and performance standards.
- Implement process improvements to enhance speed, quality, and accountability.
- Drive a performance-driven culture focused on learning, innovation, and results.

Community Building & Engagement:

- Build and manage active brand communities across Instagram, TikTok, YouTube, LinkedIn, and emerging platforms.
- Drive audience growth, engagement rates, and brand affinity.
- Support PR events, exhibitions, activations, and experiential marketing initiatives.

campaign execution.

- ROI on marketing and advertising spend.

5. Market Penetration and Growth:

- Expansion into new markets or segments and audience
- Growth in customer base and geographic reach.

Team & Process Effectiveness:

- Achievement of departmental goals and KPIs.
- Team performance, retention, and capability development.
- Process efficiency and reporting compliance.

- Collaborate with internal teams to deliver events that support both brand equity and revenue outcomes.

Customer Experience & Insights:

- Collaborate with business units to capture customer feedback and insights.
- Deploy surveys, feedback loops, and customer listening tools.
- Translate insights into actionable recommendations to improve campaigns and customer experience.

<ul style="list-style-type: none">• Collaborate with internal teams to deliver events that support both brand equity and revenue outcomes. <p>Customer Experience & Insights:</p> <ul style="list-style-type: none">• Collaborate with business units to capture customer feedback and insights.• Deploy surveys, feedback loops, and customer listening tools.• Translate insights into actionable recommendations to improve campaigns and customer experience.		
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