

Job Description – Brand Manager

Cohda Wireless

Connected Autonomous Vehicles are poised to transform our cities and highways, improving safety and reducing congestion and emissions. Since 2004, Cohda Wireless has led the way in CAV technology, with proven applications for connecting vehicles, infrastructure and pedestrians that will make our streets safer, smarter and greener. Our innovative software solutions connect vehicles to each other and to smart city infrastructure, enabling accurate vehicle positioning, and cooperative collision avoidance and congestion reduction. Cohda Wireless technology allows vehicles to see around corners, know where they are without GPS, and interact with traffic infrastructure seamlessly in real time.

Cohda's mission is to make transportation safer and more enjoyable for all road users, with less impact on the environment. We pursue this mission in three market segments: Smart Vehicles, Smart Cities, and Real Time Location Services.

www.cohdawireless.com

Job Purpose

Cohda has experienced significant growth of late, leading to the need to expand on our Marketing Team. This expansion goes hand in hand with a new Development Team organisation with a defined focus on Smart Cities and Smart Vehicles.

The Brand Marketing Manager is responsible for driving our global leadership position with the communication of our vision and mission and translating our brand elements into plans and go-to-market strategies, reporting directly to the VP Marketing.

We are looking for an experienced Brand manager to play an integral part in helping us build our brand and raise brand awareness. You'll work across all levels and departments of our organization to find what makes us unique and communicate to our targeted C-ITS audience.

Responsibilities

1. **Brand:**
 - a. Work with VP Marketing on the development of the Brand Marketing Strategy across our defined Sectors of Smart Vehicles and Smart Cities.
 - b. Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door.
 - c. Lead creative development to motivate the target audience to take action.
 - d. Lead event management which also includes regional roadshows to demonstrate our solution to key decision makers
 - e. Working with Product Managers for Vehicles and Roads in the development of launch materials for the Sales Team to use for customer selling activities.

- f. Produce valuable and engaging content for our website to attract, educate, and convert our target customers
 - g. Build strategic relationships and partner with key industry players, agencies and vendors
2. **Reporting:**
 - a. Measure and report performance of all marketing campaigns, and assess ROI & KPI's.
 - b. Prepare and monitor the marketing budget on a monthly and annual basis and allocate funds wisely.
 3. **Customers:**
 - a. Develop relationship with customers, through Sales Team, for access to market input.
 - b. Support Product Marketing Team in the development and presentation of demonstrations to our customers
 4. **Leadership:**
 - a. Communicate a clear vision to inspire and influence across functions.
 5. **Growth:**
 - a. Proactively plan for growth. Improve existing strategies and processes and develop creative and innovative new ones.

Specific Measures of Success

1. **Strategy:** Brand Strategy developed and approved within first six months
2. **Revenue:** Revenue generated by launch of new products as forecasted in the Product Roadmap.
3. **Branding:** 12 month rolling communication and event calendar developed and communicated quarterly.
4. **Reporting:** Track and analyse performance of marketing activities and report in form of a monthly dashboard.

Qualifications & Experience

Candidates should have proven experience in brand management with the ability to develop brand and marketing strategies. A minimum of 5 years Brand Marketing experience including capabilities for creative development, social platform management, web management and event planning would be ideal. A perfect candidate would have a degree in Marketing with experience in communication to the markets of automotive, and/or ITS (Intelligent Transport Systems).

Cultural Fit

Share Cohda's passion to make our roads safer, less congested, and with less impact on the environment. Help us maintain our market leadership position through the delivery of best in class products. Have a focus on the bottom line while maintaining quality and keeping customers satisfied. Never lose sight of the big picture. Commitment to diversity.