



ACS

For the Appointment of
Senior Marketing Manager

FWB Park Brown
Executive Search



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The Company

Established in 1997, ACS Clothing Limited is a disruptive and innovative rental, return and Re-Commerce business providing clothing services into retail and soon to be directly to consumer markets through a new partnership. The business is the leading clothing rental provider in the UK “white label” menswear market and provides a range of services including within Re-Commerce, the provision of 3rd Party and Reverse Logistics Services within Womenswear and Babywear and for 2021 the launch of Apparel Subscription.

The organisation boasts recognisable high street retailers within its client portfolio including Moss, Next, Slaters Menswear and online eCommerce businesses such as ASOS, HireStreet and [My Wardrobe HQ](#).

With a commitment to, and a strong strategic focus on Sustainability – the organisation is well placed to thrive in a growing market within the circular economy.

Following a restructure of the business in 2018, which separated off its US business, ACS now focuses on the UK.

ACS has entered into a strategic partnership with, CaaStle, a US organisation which has created a distribution platform (technology) for offering an apparel subscription service, which could be truly transformational within the UK retail market and has been referred to as a service akin to a “Netflix of clothing” in recent press articles, one of which is below;

<https://www.heraldscotland.com/business-hq/18698507.rental-firm-netflix-clothing-enterprise/>

The apparel subscription service has launched in 2021 with <https://www.ikborrowed.com/> and <https://www.mossboxunlimited.co.uk/>

More information on the range of services that ACS Clothing provides can be viewed below;

<https://www.acsclothing.co.uk/>

ACS is a Certified Carbon Neutral Circular operation, they are a real living wage employer, a disability confident leader and their BCorp certification is in process.



Opportunity Context

With serious ambition to now scale the business, a new Senior Marketing Manager is being sought.

This is a newly created role and is a fantastic opportunity for an experienced Marketing professional to join a growing and changing business, in one of the most critical industry sectors, progress on a pathway which may lead to a more senior position in the organisation.

This role will be critical in promoting the activity and brand awareness of ACS, supporting the sales function, to deliver these significant growth plans and will report directly into the Board, assuming responsibility for all marketing and communication activity for the business, centred around the four key pillars of growth:

- Traditional 'white label' menswear rental
- 3rd Party and Reverse logistics provision for womenswear/babywear and menswear rental
- Re-Commerce
- Apparel subscription

The appointment of a new Senior Marketing Manager will allow ACS to develop its brand proposition, develop awareness of the business and provide strategic channel plans for the sales function.



Role Responsibilities

- The development of a global brand and marketing strategy to support the business in developing visibility with retailers, consumers and sustainable market segments
- Management and development of the company PR, Communications (Internal and External) and Social Media strategies
- Proactivity in supporting premium customer sales and marketing development activity
- The management of all marketing agency engagement and internal capability development
- Managing and developing a marketing resource (currently a team of one).
- Promotion and engagement to translate ACS's sustainable initiatives and actions to the wider fashion market
- Collaboration with the sales function in each market to develop fit for purpose marketing campaigns



Required Skills and Experience

Candidates are likely to have experience in a senior marketing role, either in-house or with an agency servicing a relevant industry which is "brand and purpose led".

They should have experience of developing PR and communications strategies and experience of running and leading marketing campaigns and the ability to understand the unique selling points of the business, its brand and the industry and relate this to commercial objectives.

Knowledge & Experience:

- Experience in a senior marketing leadership role, preferably with an understanding of B2B marketing (ideally in a relevant field e.g. retail or sustainability)
- Experience in developing PR & Communications strategies
- A recognised marketing qualification (e.g. Chartered Institute of Marketing) - optional
- Experience in a high growth, fast paced business
- Strong experience in digital marketing and possibly experience of developing marketing strategies for eCommerce
- Knowledge of premium/luxury consumer goods and key brand differentiators
- Experience of managing external relationships with marketing and brand agencies, or experience of having operated in one on behalf of premium brands
- The ability to understanding the unique selling points of circularity
- A creative approach to marketing and design and the ability to deliver ideas from concept to realisation

Personal Attributes:

- Self-motivated with the willingness to own problems and solutions, but also a team player
- Professional approach with the ability to represent the business externally
- Able to express oneself clearly and effectively in writing and verbally
- Enthusiastic, driven and passionate about delivering results
- Resilience to deliver against the odds, anticipating challenges as they arise
- Takes pride in everything they do and can be trusted upon to act with integrity at all times

Further Information

For further information or a confidential discussion, please contact Jamie Brown on:

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