

# KASTHALL



## **JOB TITLE:**

# HEAD OF MARKETING HOME

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Location: Hybrid

Company: Kasthall

Report to: Marketing Director

## **ABOUT KASTHALL**

Kasthall is internationally renowned design brand in high-end rugs and carpets. Company was founded in Kinna 1889, where the manufacturing still happens. Kasthall rugs are designed for both public and residential environments. In 2023 Kasthall was acquired by Network of Design and is one of the most iconic brands in the group portfolio. With the new ownership and an extensive strategic expansion plan Kasthall will strengthen the operations both for the Contract and Home segments.

**Are you a visionary marketing leader with a passion for premium design and interiors?  
Do you thrive in a dynamic environment where creativity meets commercial impact?**

## **KASTHALL IS LOOKING FOR HEAD OF MARKETING HOME**

To drive the strategic brand initiatives and build effective tactical activities to support the Kasthall D2C and B2B business development and sales on global markets.

The role includes an overall responsibility for the annual channel and CRM based marketing plans for the Home segment, campaign planning, digital marketing and event programs.

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## KEY RESPONSIBILITIES

### Strategic Marketing for building the brand awareness

- Lead, develop and execute a marketing strategy that enhances Kasthalls brand positioning in the home segment.
- Ensure consistent content creation both visual and narrative for branding across all communication platforms.
- Coordinate the international exhibitions.

### Tactical marketing and content for supporting the sales

- Interpret and implement Kasthalls tactical activity plan for supporting the growth on all channels.
- Support the dealer performance with Kasthall products with collaboration and shared marketing campaigns.
- Manage and optimize Kasthall.com's D2C performance, including SEO, CRO, and digital content.
- Collaborate and coordinate with the Kasthall visual team merchandising and shop-in-shops for the partners.
- Lead organic & paid social media strategies across platforms like Instagram, Pinterest, and LinkedIn.
- Manage affiliate marketing, advertising and influencer collaborations.
- Plan and execute product launches digital and physical assets, and customer engagement strategies.
- Drive initiatives for events and program planning with the stores and partners.

### Are you the person with

- A results-driven marketing leadership skills with a strong commercial mindset and passion for design and interior.
- 5+ years of experience in strategic marketing, brand management, or D2C and B2B marketing, preferably in the premium interiors or lifestyle sector.
- Proven ability to develop and execute multi-channel marketing campaigns (digital, print, event-based).
- Strong understanding of SEO, CRO, CRM, and performance marketing
- Experience managing budgets, teams, and external agency partners.
- Strong project management skills with the ability to balance strategic planning and hands-on execution.
- An eye for aesthetics, storytelling, and brand elevation.

## WHY JOIN KASTHALL?

You are excited to join the new journey and build the company future together with the Kasthall team. You want to work with internationally recognized brand with a rich history of craftsmanship and vision for new innovations in design, materials and manufacturing. You want to build the success and growth of Kasthall both with branded experiences and content and with tactical high-impact marketing campaigns. Because you believe in timeless and sustainable design for the generations to come.

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**Kasthall, a world-renowned brand in high-end rugs and textile flooring, is looking for a Head of Marketing Home Segment to drive our marketing strategy, build the brand visibility, and create exceptional experiences for our customers across digital and physical platforms.**

## **ABOUT THE ROLE**

As Head of Marketing Home Segment, you will be at the helm of marketing initiatives for Kasthall's Home division, covering resellers, stores, and Kasthall.com. This role carries both a strategic and operational responsibility, ensuring that our marketing efforts not only elevate brand perception but also drive commercial success.

You will oversee everything from campaign planning, digital marketing, and influencer collaborations to visual merchandising, store activations, and CRM strategies. Additionally, you will take ownership of the Yearly Activity Wheel, ensuring structured planning and execution across all marketing touchpoints.

## **EVENTS & PARTNERSHIPS**

- Drive high-impact events, store activations, and influencer gatherings.
- Develop and execute CRM strategies, including personalized newsletters and customer communication.
- Build strong relationships with retailers, partners, and industry leaders to maximize brand exposure.

## **APPLICATION INSTRUCTIONS**

Please send your CV and a cover letter describing your experience and interest in the role to **hr@kasthall.com**. We look forward to meeting motivated and talented individuals who are enthusiastic about contributing to Kasthall's continued success.

**Applications will be reviewed on a rolling basis, with the final deadline for applications being May 25th.**