

## **Job Description – CONFIDENTIAL**

Company: Global Agriculture Equipment Manufacturer  
Position: Head of Marketing and Communication – Americas  
Location: Omaha, Nebraska  
FLSA Classification: Exempt  
Reports to Primary: SVP Group Marketing  
Reports to: Senior Vice President Americas

### **Company:**

The Company is one of the world's leading manufacturers of harvesting equipment and agricultural technologies. Best known for its industry-leading combine harvesters, forage harvesters, and tractors, the Company is synonymous with innovation, precision engineering, and reliability in modern farming.

With over a century of experience, the Company has continually pushed the boundaries of agricultural machinery design and digital integration. The Company introduced one of the first self-propelled forage harvesters and remains a pioneer in precision farming solutions, integrating smart technologies that enhance productivity and sustainability on the farm.

Operating in more than 140 countries, the Company employs over 13,000 people worldwide and maintains production facilities across Europe, Russia, India, the U.S., and South America. Its product range includes not only harvesters and tractors but also balers, telehandlers, mowers, and advanced software platforms for data-driven farm management.

Rooted in family ownership and driven by a commitment to agricultural advancement, the Company continues to shape the future of farming—delivering innovative, efficient, and sustainable solutions to meet the challenges of a growing global population.

### **Opportunity:**

The Head of Marketing and Communication – Americas (North and South America) is a marketing and public relations management position responsible for the strategic direction of the Product Marketing Groups in the creation and implementation of the annual marketing plans. In collaboration with Group Marketing, Group Communications, and Public Affairs, the position leads and executes impactful marketing campaigns that communicate with clarity, consistency, and purpose across all channels, while shaping brand awareness, guiding message strategy, and ensuring communications effectively reach and resonate with key audiences. A key part of the role is to also mentor and strengthen the communications and team skills of direct reports, fostering high performance, and an aligned marketing team.

The position serves to promote the Company's brand and reputation as well as brand/equipment's respective images. The marketing facet is directly responsible and accountable for managing the Company's American Marketing activity ensuring that strategic development and implementation are consistent with the Group/America strategic plans, and are targeted to achieve targeted sales revenues, market share, and return on sales goals. The position

will direct the America marketing team in delivering a strong and focused brand strategy positioned for sustainable long-term business and growth.

The Head of Marketing and Communication – Americas ensures that centralized and decentralized marketing work together optimally to coordinate the collaboration between the local and global marketing teams; this relates directly to strategy, planning, and operational activities in alignment with sales.

**Key Accountabilities & Essential Functions:**

- Directs the overall strategy and execution of effective brand messaging and promotion of the Company's brand identity and products in the marketplace utilizing both traditional and progressive innovative methods to drive elevated audience engagement.
- Leads the local adaptations, where necessary, and execution of integrated marketing campaigns that align with company objectives to drive measurable results, ensuring all communications are cohesive, on-brand, and purpose-driven.
- In collaboration/alignment with Group Communications, directs strategic public relations messaging framework that clearly conveys value propositions to target audiences, including editorial oversight to guarantee consistency across all platforms and channels.
- Development of content to contribute to the Company's global news-flow and adapting global content to local requirements.
- Oversight of the effective execution of approved advertising strategies on a national, regional, and local basis. Ensures synergistic execution of marketing campaigns and activities (planning, control, and localization) with the appropriate implementation and control of market-specific marketing campaigns, actions, and measures.
- Ensures compliance with the Company's marketing standards and guidelines e.g. regarding marketing insights, brand management, marketing channels, system deployment, customer data, including but not limited to social media and Marketing cloud etc.
- Mentors, trains, and develops, marketing team in the region, by providing consistent constructive feedback and guidance to elevate the team's professional communication effectiveness. Addresses training gaps amongst team members and develops necessary and timely training measures. Monitors the achievement of objectives with the marketing team and addresses any variances.
- Partners with internal stakeholders (product, sales, academy, customer insights etc.) to gain insight to properly align marketing messaging with broader business goals, merging the overall sales strategies for each country.
- Establishes, schedules, and leads regular marketing interface meetings with regional management teams.
- Works closely with the Company's Dealer Development to monitor appropriate the Company's branding to properly implement corporate identity at dealerships to ensure that the brand image is successfully transported into the market with maximum impact.
- Ensures communication across all channels reflects accurate brand voice and visual identity of the company.
- Close collaboration on centrally aligned marketing budgets (creation, controlling). Preparation of proposals for joint budget together with Group Marketing, and coordinates

alignment with the markets on joint budget approaches.

- Effective and impactful resource planning and allocation according to marketing objectives and tactics.
- Monitors, analyzes, and reports campaign(s) effectiveness; utilizes insights to optimize future communication strategies, and periodically reports results and variances. Proposes necessary actions working closely both with Global marketing and the SVP – Americas.
- Consolidation of the Group marketing strategy and adapt it for the region within the Target Alignment Process and incorporates this into the overall marketing plan while surveying and defining the needs of the region regarding campaigns, marketing materials, assets, content, etc.
- Ensures adequate consideration of region and country-specific aspects are integrated into global campaigns and where this is not possible, localize global campaigns while maintaining global framework in alignment with Marketing Communications
- Actively works to avoid duplication of efforts central - regional marketing/markets. Ensures the exchange of e.g. assets and content between all parties involved. Actively works towards resolving existing resource bottlenecks.
- Intakes, consolidates, and reconciles requirements concerning customer loyalty measures from the perspective of the region.
- Oversight of the requirements concerning the design of customer touchpoints (physical and digital) and experience management from the perspective of the region including, but not limited to, fairs, exhibitions and merchandising as well management of customer experience center.
- Management oversight of all Region – Americas exhibition and promotional activities.
- Plans and coordinates public affairs and communications efforts within the industry as well as with relevant institutions; represent the company at various business and/or community functions in line with group communication guidelines.
- Acts as primary contact for Americas communications to the public.
- Manages outside marketing and PR agencies utilized by assigned region.
- As an active member of Group Marketing and the Americas Management Team, the position actively contributes to corporate targets and strategies.
- Adheres to established company values, practices, policies and procedures at all times. Follows and supports compliance with all applicable safety rules, laws, regulations and standards.
- Demonstrates regular and punctual attendance at the assigned work location.

**Qualifications:**

- Minimum 10 years of Sales, Marketing, or Communications leadership experience, highly preferred.
- Minimum of 5 years of direct work experience in an international setting, required. Experience in working with or for European or German MNCs, a plus.
- Minimum of 5+ years leading a high performing exempt level team; experienced in team supervision, management and development as well as training and staff development. Demonstrated ability to lead and motivate others in direct and/or matrix structures, incorporating a good mix of delegating and controlling. Excellent capability to praise, motivate, and lead by example.

- Globally open and culturally sensitive-minded individual who thrives with diversity with an innate ability to adapt to global targets to meet local needs. Values intercultural exchange and learning.
- Extensive experience in agricultural business practices, farm machinery and/or capital equipment business; knowledge of captive dealer networks, experience in Agricultural dealer networks, a plus.
- Strong acumen in terms of digital and data driven marketing, knowledge of Salesforce CRM Suite.
- Proven ability to get results in growth and profitability in the area of business accountability.
- Strategically minded, analytical change agent and decision maker with a clear vision and the ability to implement improvement measures impacting a variety of internal and external stakeholders.
- Strong ability to develop and execute brand positioning strategies in direct cooperation with other functional business areas.
- Exceptional communication skills both oral and written. Must be able to communicate both up and down leadership organization to influence and sell ideas/programs; ability to effectively conduct presentations / public speaking.
- Proven ability to deliver progress while developing partnerships and knowing how to deliver brand expectations ensuring new and repeat business, proven customer relationship management skills.
- Exceptional project management skills with a proven track record of success in managing multiple project resources and team members across various departments.
- Strong problem solving and decision-making skills.
- Enjoys new challenges, proactive behavior, self-motivation, and ownership of tasks.
- Must be able to meet deadlines and handle a high-volume workload in a fast-paced environment with strong attention to detail.

**Travel**

- This position includes up to 50% domestic and international travel by auto and air; valid driver's license with a continued verifiably safe driving history and passport are required. A minimum of four trips to Europe per year, with one/two trips to South America, annually.

**Education:**

- Masters or Bachelor's degree in Marketing, Communications, Business Administration, Ag Economics, or related field; MBA, highly desired.

**Physical & Work Requirements:****Manages Others:**

☒ Yes      ☐ No

**Physical Demands:**

The physical demands described here are representative of those that must be met by an individual to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

	Yes	No		Yes	No
Standing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Crouching/Crawling	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sitting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Reaching	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Walking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Hearing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Talking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Seeing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Driving [Must have valid driver's license with continued verifiably safe driving history]	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Turning/Twisting/Leaning	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Balancing/Climbing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Lifting and/or Carrying, up to 50 lbs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Stooping/Kneeling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Other: _____	<input type="checkbox"/>	<input type="checkbox"/>

**Mental Demands:**

Check each of the mental capabilities that are required to perform the essential functions of this position.

<b>Comprehension</b>	
<input checked="" type="checkbox"/>	Ability to understand, remember, and apply oral and/or written instructions or other information in English
<input checked="" type="checkbox"/>	Ability to understand, remember, and communicate routine, factual information
<input checked="" type="checkbox"/>	Ability to understand complex problems and to collaborate and explore alternative solutions
<input checked="" type="checkbox"/>	Ability to understand opposing points of view on issues and to negotiate and integrate different viewpoints
<b>Organization</b>	
<input checked="" type="checkbox"/>	Ability to organize thoughts and ideas into understandable terminology
<input checked="" type="checkbox"/>	Ability to organize and prioritize own work schedule on short-term basis (daily tasks, special projects, etc.)
<input checked="" type="checkbox"/>	Ability to organize and prioritize work schedules of others
<b>Reasoning and Decision Making</b>	
<input checked="" type="checkbox"/>	Ability to apply common sense in performing job
<input checked="" type="checkbox"/>	Ability to make decisions which have moderate impact on immediate work unit
<input checked="" type="checkbox"/>	Ability to make decisions which have significant impact on the immediate work unit and moderate impact outside immediate work area
<input checked="" type="checkbox"/>	Ability to make decisions which have significant impact on the department's credibility, operations, and services
<b>Communication</b>	
<input checked="" type="checkbox"/>	Ability to understand and follow basic instructions and guidelines
<input checked="" type="checkbox"/>	Ability to complete routine forms, use existing form letters and/or conduct routine oral communication
<input checked="" type="checkbox"/>	Ability to compose letters, outlines, memoranda, and basic reports and/or to orally communicate technical

	information
<input checked="" type="checkbox"/>	Ability to communicate with individuals utilizing a telephone; requires ability to hear and speak effectively on phone
<input checked="" type="checkbox"/>	Ability to express or exchange ideas by means of the spoken word, communicating orally with others accurately and effectively
<input checked="" type="checkbox"/>	Ability to make informal presentations, inside and/or outside the organization. Speaking before groups.
<input checked="" type="checkbox"/>	Ability to compose materials such as detailed reports, work-related manuals, publications of limited scope or impact, etc., and/or to make presentations outside the immediate work area
<input checked="" type="checkbox"/>	Ability to formulate complex and comprehensive materials such as legal documents, authoritative reports, official publications of major scope and impact, etc., and/or to make formal presentations
<b>Mathematics</b>	
<input type="checkbox"/>	No mathematical ability is required
<input checked="" type="checkbox"/>	Ability to count accurately
<input checked="" type="checkbox"/>	Ability to add, subtract, multiply, divide and to record, balance, and check results for accuracy
<input checked="" type="checkbox"/>	Ability to compute, analyze, and interpret numerical data for reporting purposes
<input checked="" type="checkbox"/>	Ability to compute, analyze, and interpret complex statistical data and/or to develop forecasts and computer models
<b>Vision, Perception &amp; Cognition</b>	
<input checked="" type="checkbox"/>	Close Vision (clear vision at 20 inches or less)
<input checked="" type="checkbox"/>	Distance Vision (clear vision at 20 feet or more)
<input checked="" type="checkbox"/>	Color vision (ability to identify and distinguish colors)
<input checked="" type="checkbox"/>	Peripheral vision (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point)
<input checked="" type="checkbox"/>	Depth perception (three dimensional vision, ability to judge distances and spatial relationships)
<input checked="" type="checkbox"/>	Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus)
<input checked="" type="checkbox"/>	Memory (short and long term)
<input checked="" type="checkbox"/>	Multistep Procedures
<input checked="" type="checkbox"/>	Multitask (more than one task at a time)
<input checked="" type="checkbox"/>	Teamwork (able to handle conflict or disagreements appropriately)
<b>Other</b>	
<input type="checkbox"/>	Additional comments regarding mental capability requirements:

**Working Conditions:**

Normal office environment where there is minimal discomfort due to dust, noise or temperature.

**Equipment/Device Operations:**

List all computers, peripherals, and other hardware <b>required</b> to perform this job:	List all computer software experience <b>required</b> to perform this job:	List of all office machines <b>required</b> to perform this job:
PC or Laptop, keyboard, mouse, cell phone, iPad	Outlook, Teams, Word, Excel, PowerPoint, (or equivalent), SAP preferred. Salesforce	Telephone, Photocopier, Scanner, etc.
List of any other machines (including heavy equipment) <b>required</b> to perform this job:	List all tools involving manipulation that are <b>required</b> to perform this job:	List all vehicles that <b>must</b> be operated to perform this job:
		Motor vehicle

Please enter any additional equipment used (such as electrical modalities, etc.) not listed in the table above: Cell Phone, iPad, etc.

**Commitment to the Company's Principles of Managing and Working Together:**

Even with activities around the globe and worldwide production, the Company remains a family company. A company in which everyone has a shared idea of how we should work together.

- **Respected.** Every employee deserves to be respected as a person and recognized for the work that he or she does. Employees demonstrate Respect to one another in how they communicate with and behave towards one another.
- **Involved.** Working together cooperatively in our company requires that staff are involved both in forming opinions and in making decisions. Employees demonstrate Involvement by sharing their opinions in a manner that helps solve problems and make decisions that benefit the organization.
- **Reliable.** Employees work together based on credibility, loyalty and trust. Employees demonstrate Reliability through their integrity, attendance, and commitment to accomplish goals on time and with high quality.
- **Prepared to change.** As a company, we will be especially successful if we understand and view constant change as an opportunity. Employees demonstrate their Preparedness to Change through their willingness and ability to adapt in order to capitalize on opportunities and continuous improvement.

**Statement of Understanding:**

The above statements are intended to describe the general nature of the work being performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.



---

**About Cornerstone Executive Search – Kansas City:**

Cornerstone Executive Search – Kansas City (CKC) is a leading retained executive search firm based in Prairie Village, Kansas that helps great companies recruit great people. For more than 40 years, Cornerstone Executive Search – Kansas City has excelled in serving its client companies with executive talent acquisition, leadership development and career transition services across the Central Midwest region of the United States. Cornerstone Executive Search – Kansas City has successfully completed more than 1,600 retained executive search assignments for C-suite, President, Vice President, Director and Senior Management-level positions. To inquire about how Cornerstone Executive Search – Kansas City can serve your executive talent acquisition needs, please [click here](#) to visit our website.

Please send resume or referrals to:

**CORNERSTONE  
KANSAS CITY**  
***CELEBRATING 40 YEARS IN EXECUTIVE SEARCH***  
5200 W 94<sup>TH</sup> TERR., SUITE 202, PRAIRIE VILLAGE, KS 66207  
PHONE: (913) 754-2095  
[blaken@cornerstone-kc.com](mailto:blaken@cornerstone-kc.com)  
**PROJECT: 25-06-1180**  
CONSULTANTS TO MANAGEMENT IN EXECUTIVE SEARCH  
MORE THAN 1600 RETAINED SEARCHES COMPLETED