



TITLE: Associate Manager, Event Marketing
REPORTS TO: Director, Event Marketing
FLSA: Exempt
LOCATED: NYC Office

JOB OVERVIEW: As a member of the Event Marketing Team, this position is responsible for planning and managing all local partnerships and in-store events for the Creed Boutiques. The right candidate is self-motivated with outstanding organization skills for project management, excellent communication skills for client/vendor relations, and strong problem-solving capabilities. Previous hands-on experience in the service industry, helping develop and cultivate brand partnerships and managing events. This role will also promote and maintain the intrinsic company culture that fosters the firm's core values of: Transparency, Recognition, Accountability and Communication.

RESPONSIBILITIES

- Build and implement Creed Boutique event and partnership opportunities with unique and innovative program offerings
- Create a smart and actionable Boutique marketing strategy to acquire new customers, drive traffic to owned-stores, and keep Creed top of mind in the local markets
- Develop ideas and strategies into actionable events and partnerships, sourcing materials, communicating and planning with the stores and relevant NYO departments
- Working closely with the Events and Product Marketing team leads, create a menu of tailored, customer-facing services and assist Boutique Team with planning and execution
- Develop necessary collateral to support Boutique Marketing initiatives
- Manage ongoing needs of Boutique staff for event, service and partnership programs
- Establish relationships with NYC and regional vendor partners, structuring relationships in order to grow awareness, drive revenue, and maximize effectiveness of key campaigns
- Help manage Boutique Marketing budgets and vendor execution in order to ensure all costs are within budget and execution is within timing and scope
- Collaborate with Sales Promotions, Sales Admin, Operations and Boutique Team to flawlessly execute programs
- Collaborate with Creative team members on creation and execution of project designs
- Collaborate with Digital to ensure that Boutique and Ecommerce Marketing programs are coordinated with an omni-channel approach
- Conduct in-store program tests for each new concept and work on-site at key events
- Create Program Directives for Boutique Team to follow and implement
- Conduct competitive research and share with team quarterly
- Create metrics for all programs and report to Leadership team on successes/opportunities
- Apply industry research and best practices to foster innovation in Boutique Marketing & Events area
- Support occasional other Event Marketing initiatives as needed
- Embody the firm's vision to inspire our clients through beauty innovations and the narrative of luxury while championing company practices and culture

REQUIREMENTS

- 3-5 years Event Marketing experience
- Experience with luxury and/or beauty industry and knowledge of the US/Canadian beauty market
- Strong understanding of brick and mortar store channel, including strong store and vendor relationships
- Excellent project management skills, including the ability to successfully organize, prioritize and manage multiple project simultaneously
- Innovative critical thinker with sound strategic skills and analytical ability
- Good communicator with outstanding presentation skills
- High level of professionalism
- Excels in collaborative work and thinking
- Team player with ability to work successfully as part of a cross-functional team and collaborative on work
- Desire to work in an entrepreneurial, fast-paced environment while being adaptable to change
- At ease working with a small team and willing to take on new challenges/opportunities as they arise