



TITLE: Marketing Brand Manager

REPORTS TO: Director of Marketing

LOCATED: NYC Office

STATUS: Exempt

JOB OVERVIEW:

The Marketing Brand Manager will be responsible for managing all product launches from strategy through execution on behalf of the International Cosmetics & Perfumes (ICP) brands. This role will be a key player in developing direct-to-consumer growth strategies. The successful candidate should have an intimate understanding of product launch process, luxury department store retail environments, as well as current trends in digital. This role will also promote and maintain the intrinsic company culture that fosters the firm's core values of: Transparency, Recognition, Accountability, and Communication ("TRAC").

RESPONSIBILITIES:

- Works to continuously preserve and elevate the brands' luxury positioning through innovative and creative launch activations
- Visits key doors, analyzes the brand's strengths and weaknesses, and provides recommendations for improvement
- Manages and communicates Product Launch 360 timelines, launch development documents and execution plans, including effectively utilizing project management platform
- Executes integrated marketing campaigns with internal teams to introduce new launches and promotions, directly managing all creative assets
- Responsibly manages launch budgets
- Oversees creation and communication on launch directives for Sales team
- Develops assets for launch events and new product promotions, collaborating with Creative, Event Marketing and Sales Promotions
- Develops brand promotional vehicles for specific initiatives and retailer activities
- Collaborates with Digital Marketing team to develop relevant assets and programs for online launches and activities
- Works with Creed Boutique team to develop, manage and execute marketing programs in stores
- Leads development and execution for merchandising elements and collateral in collaboration with Visual Merchandising team
- Liaises with Visual Merchandising team on in-store enhancements for relevant retailers
- Works cross functionally with various team members across different departments, including close collaboration with Sales, Operations, and Education & Training teams on all relevant programs
- Influences and follows branding guidelines for each brand to ensure consistency of voice across all initiatives
- Establishes relationships with outside vendors and retailers to enable successful program execution
- Identifies short and long-term opportunities through competitive analysis, industry studies, sales data and trends for the brand and retailer partners.
- Proactively participates in creating strategies and proposals to maximize opportunities that help progress initiatives and processes within the marketing function.
- Embodies the firm's vision to inspire our clients through beauty innovations and the narrative of luxury while championing company practices and culture
- Seeks to promote and cultivate the company and brand awareness with external partners



REQUIREMENTS:

- A minimum of a Bachelor's Degree in the Business or Marketing fields
- 3-5 years in marketing/brand management which includes luxury sector experience
- Beauty industry-related experience strongly preferred
- Creative thinker with ability to collaborate, think critically and act proactively
- Full understanding of marketing processes and practices
- Proven track record in developing and implementing innovative marketing programs
- Strong relationship building skills, including retailer and vendor relationships
- Excellent negotiating acumen and interpersonal skills
- Independent, self-starter, and detail oriented with exceptional follow up skills
- Strong analytical, written/oral communications, and excellent presentation skills
- Excellent organizational and project management skills with the ability to handle multiple responsibilities simultaneously
- Technically proficient, specifically in MS Office applications: Excel, PowerPoint, and Word, and Project Management software
- Desire to work in an entrepreneurial, fast-paced environment while being adaptable to change
- Willingness to work with a small team and take on new challenges as they arise
- Fluency in French language is a plus!

Compensation includes competitive salary, health/wellness benefits & 401k match, PTO and more!

INTERESTED QUALIFIED CANDIDATES SHOULD SUBMIT RESUME TO:

Careers@ICPerfumes.com