



TITLE: Manager, Trade Area Marketing
REPORTS TO: Sr. Director, National Accounts
LOCATED: ICP New York Office
FLSA: Exempt

JOB OVERVIEW: The Trade Area Marketing Manager is primarily responsible for assisting the Senior National Accounts Director in the execution of business and marketing strategies within vendor distribution and the achievement of overall company objectives within a given budget. The Manager will lead the execution of all promotional/marketing activities with the goal to drive incremental sales in the North American market. The ideal candidate should be adaptable and use organizational and project management skills to prioritize tasks and opportunistic in taking ownership of various initiatives. This role will also have a direct report - Associate, Trade Area Marketing, who will assist in all aspects of the job. This person will also promote and maintain the intrinsic company culture that fosters the firm's core values of: Transparency, Recognition, Accountability, and Communication.

RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Lead the strategic planning of the seasonal promotional calendar. Manages the Events & Promotional Calendar – review, submission, and recapping.
- Plan and own budget a \$2M+ annual promotional budget
- Cultivate and maintain effective business relationships with Retail Partners and Field Management Teams to review/negotiate co-op proposals
- Maintains seasonal promotional collateral forecasts based on programming needs/historical programs, notably sampling and other no-cost activations on retailer.com and in store
- Work in partnership with Marketing in the in - house coordination of store events: including, but not limited to sales components, marketing support, collateral requests, and booster orders.
- Develop, budget and maintain seasonal gratis and contests with in-store sales support
- Liaise with Regional Sales Directors to optimize all aspects of the business including new product launch and planning, retail & promotional strategies.
- Negotiate corporate visual activations in-store at retail accounts
- Partner with Boutiques team to plan out seasonal activations or execute ad-hoc opportunities that arise
- Carries out weekly, monthly on-going communication to sales team.
- Coordinates conference calls with corporate members to discuss event strategy by quarter.
- Review and communicate quarterly event results of advertisement, visual weeks & events.
- Conduit for open projects; manage expectations between internal team and retail partners.
- Partner with marketing team to understand all aspects regarding new product launches.

REQUIREMENTS

- Bachelor's Degree required
 - 3-5 years of relevant experience
 - Experience working in the luxury sector a must; beauty or fragrance industry experience strongly preferred
 - Innovative thinker and approach to business
 - Excellent MS Office applications/communication skills. Ability to convey complex information to a broad audience
 - Strong interpersonal skills
 - Attention to detail and organization skills are always critical.
 - Possesses strong leadership qualities.
 - Skilled at successfully organizing, prioritizing and managing multiple projects
 - Ability to work in an entrepreneurial, fast-paced environment while being adaptable to change
 - Comfortable working with a small team and willing to take on new challenges/opportunities as they arise
- Compensation includes competitive salary, health benefits, PTO schedule and 401K plan.**