



TITLE: Sr. Brand Manager, Marketing
REPORTS TO: Director, Brand Marketing & Events
LOCATED: ICP New York Office
FLSA: Exempt

JOB OVERVIEW: This position is responsible for managing all aspects of Marketing pertaining to product launches, branded collateral, and retailer marketing support. This person will serve as a key driver for marketing strategies and executions around the Creed and new Indie brands. The successful candidate should have an intimate understanding of product launch process, strategic calendar management, and luxury department store retail. This Sr Manager level role will also promote and maintain the intrinsic company culture that fosters the firm's core values.

RESPONSIBILITIES:

GENERAL

- Manages relevant marketing budgets and collaborates with Finance on P&L creation and expense tracking
- Collaborates with Operations & Creative Services on new item set-up, procurement, and logistics for products and collateral
- Visits key doors, analyzes brand's strengths/weaknesses, and provides recommendations for improvement

LAUNCH / PRODUCT MANAGEMENT / CUSTOMER EXPERIENCE/ EVENT MANAGEMENT

- Works to build brand awareness through innovative product launches and initiatives
- Establishes and influences branding guidelines to ensure consistency of voice
- Directs launch strategies for all channels of distribution; drives development and execution to market
- Ideates and implements execution for integrated launch marketing campaigns with internal partners
- Oversees management of 360 launch timelines
- Collaborates with Education on training materials; Sales Promotions on execution of marketing and digital initiatives with retailers; and Education and Sales on Brand Experience strategies for all channels; drives development and execution of collateral, including directives for Sales
- Manages all relevant marketing initiatives, collaborating closely with Creative Services on all design and visual merchandising, ensuring deadlines and budgets are met
- Conducts on-going competitive product and marketing analysis; creates quantitatively and qualitatively evaluations for initiatives to be more data-driven and improve future programs
- Leads forecasting for new launches, collateral programs and merchandising programs
- Oversees development of brand promotional vehicles for specific initiatives and retailer activities (i.e. Gift Sets, GWP's, sampling)
- Ensures that Boutique and Ecommerce Marketing programs are coordinated with an omni-channel approach
- Responsible for ideation for in-store events, developing ideas into actionable events, collaborating with Virtual Events on event ideas and storytelling
- Communicates and plans in-store Events with the buying offices and our sales team, as well as managing timelines and execution
- Collaborates with Sales Promotions on the execution of events. (Sales Promotions counterpart is responsible for space & location, sales goals and replenishment plans, and execution of events to the sales team.)
- Researches new opportunities, partnerships, and event concepts for seasonal programs
- Measures ROI on all programming
- Applies industry research, existing expertise and internal data to foster leadership in innovation and consumer insights
- Provides P&L input, analyzes business and actions strategies for future programs

INDIE BRAND MANAGEMENT / EMERGING SPECIALTY CHANNEL

- Works to build brand awareness through identifying new channels of distribution online/offline
- Creates partner-specific sales presentations to sell-in brand to online Pure Play channels (larger online retailers)
- Directly manages Specialty retailer marketing needs, creating branded assets, sampling programs, collateral, etc. where needed
- Collaborates with Education and Sales Teams to support Specialty channel
- Collaborated with Visual Merchandising and Creative on any visual and design needs for brands

REQUIREMENTS:

- 5-7 years Marketing/Applied Marketing brand management experience required; luxury sector experience a must; beauty industry-related experience strongly preferred
- Knowledge of the US/Canadian/Mexico Beauty market
- Demonstrated ability to launch products and brands from concept to execution
- Possesses an entrepreneurial spirit
- Innovative thinker and approach to business
- Excellent analytical, critical thinking, and strategic skills
- Exceptional written, oral and presentation skills
- Full understanding of Marketing processes and practices in Department Store & Specialty retail channel
- Strong retailer and vendor relationships
- Strong negotiating acumen
- Excels in collaborative work and thinking
- Strong leadership qualities and ability to manage/motivate direct reports and cross-functional teams
- Skilled at successfully organizing, prioritizing and managing multiple projects
- Ability to work in a 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