

United States Jobs Expertini®

Sr. Manager of Global Marketing for Luxury Beauty Brand!

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Company: Fourth Floor

Location: United States

Category: other-general

Our Client, A Luxury Fashion Brand, is looking for a Senior Manager of Global Marketing to join their team! Responsibilities: Work on strategy of the brand leading innovation that's relevant in the ever-changing environment today and inline with the brand positioning, equity and artistry. Analyze the brand's business to identify growth opportunities and need gaps. Brainstorm innovative product ideas with Product development and Education. Puts emphasis on speed to market; thinks digitally first in their execution of any project. Identify areas of opportunity for pricing, SKU rationalization and other value-added initiatives to drive profitable growth. Lead new product development process partnering with all cross-functional teams. Ensure consistent message across all internal documents (bulletins, marketing decks, retailer presentations...) Lead forecasting process, set goals and identify launch Objectives that ladder up to greater category and brand goals. Partner with internal 360 teams to develop best in class go-to-market strategy. Create animations for pillar product to create excitement each year and ensure growth. Manage reformulation, repackaging, and reworks to be phased in. Optimize production costs and process efficiency. Ensure the consistency of the products developed. Work with the creative and VM teams to bring the brand vision, messaging hierarchy to life across all consumer touchpoints. Develops programs and initiatives to elevate the brand experience while ensuring global image, standards and direction is upheld. Qualifications: College degree, 12-15 years of work experience in beauty marketing. Must have global marketing expertise and experience in the complexion category. Experience managing multiple product categories and teams. A passionate, creative thinker with a proactive and entrepreneurial spirit. An energetic team-oriented

individual with strong interpersonal skills and high level of emotional intelligence
Strong analytical, strategic thinking skills, ability to structure presentations, simplify complexity and solve problems
Strong project management skills, structured, sense of respect of timeline
Attention to details, ability to work independently, reliable
A strong sense of urgency, ability to manage details and projects while responding to changing priorities and feedback in a fast-paced environment
Leadership qualities to motivate and drive peer teams and direct reports
Strong oral, written, communication and presentation skills.
Must have strong presentation skills and visual PowerPoint presentation aesthetics
Software expertise – MS Word, Excel, PowerPoint.
Please submit a resume for consideration.
You can use WorkGrades to collect and manage your references for free and share them with us or anyone else you choose by visiting workgrades.com/home/candidate. Candidates with references are always preferred by our clients. Now is the most important time to stand out from the crowd. We suggest that you ensure you have updated your LinkedIn profile and that you start collecting your references early.

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