



Manager, Brand Marketing

ANN TAYLOR

Job Category: Marketing/Sales

Job Source: nrbjobs.com

Job Summary

Employment Type: Full Time

Gender: Any

Career Level: Entry Level

Salary: Negotiable

Experience: Minimum 5 years

Posted On: 22 Oct 2024

Application Deadline: 20 Nov 2024

Job Context

- The Manager of Brand Marketing is integral to the development and execution of omni-channel marketing and brand strategies. This individual contributes to seasonal strategy and is the key driver of cross-functional alignment and execution. Key responsibilities in this role include crafting product campaigns based on business priorities, hind sighting and user testing, overseeing promotional events execution and guiding cross-functional teams to implement brand strategy. This leader is also the primary in-season liaison with merchandising, planning, digital marketing and creative to bring monthly and daily storytelling to life.

Job Description/Responsibility

- Contribute to seasonal strategy through cross-functional partnerships - ensuring multiple inputs synchronize into cohesive program and product briefs.
- Drive implementation of seasonal projects inclusive of storytelling direction, asset requirements, and omni channel action plan.
- Craft product marketing campaigns including product launch plans that support larger business objectives.
- Liaise with store teams to implement the fullest expression of key initiatives across the store fleet.
- Lead store marketing efforts – implementing localized strategies inclusive of events, in-mall marketing and brand awareness tactics to support store openings and relocations.
- Contribute to overall promotional strategy and manage omni channel execution of all brand and promotional events.
- Responsible for integrating credit card communication and loyalty program content into overall seasonal planning, ensuring well-crafted celebration points.
- Own the seasonal marketing hindsight process, measuring and evaluating the effectiveness of all programs as well as providing recommendations for future.

Education Requirements

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

Additional Academic Requirements

- BA/ BS in Marketing, Business, Media Communication or related field; MBA a plus.

Experience Requirements

- Minimum 5 years of experience is required.

Additional Experience Requirements

- 5+ years' experience (retail marketing experience highly preferred).

Skills Requirements

- Strong manager with working knowledge of the user journey/experience across site (desktop and mobile), social and store.
- Natural problem-solver with the ability to perform under pressure.
- Outstanding verbal and written communication skills with a demonstrated ability to influence teams.
- Ability to succeed in fast-paced environment that requires multi-tasking.
- A sense of enthusiasm and passion for fashion marketing, keeping a finger on the pulse within the retail landscape.
- Experience building and managing a seasonal budget, overseeing monthly financial reconciliation.

Work Area

- Applicant should have experience of working in the following category(ies): Marketing/Sales

Industry Type

- Experience should include the following skills: Garments/Textile

Address: New York, NY, New York, NY, United States

Company Profile: Department, Clothing & Shoe Stores

Company Website: <https://www.anntaylor.com/>