



Marketing Strategy Assistant
MACY'S

Job Category: Sales/Marketing/Business
Development

Job Source: nrbjobs.com

Job Summary

Employment Type: Full Time

Gender: Any

Career Level: Entry Level

Salary: Negotiable

Posted On: 22 Dec 2024

Application Deadline: 20 Jan 2025

Job Description/Responsibility

- Assist the Marketing Strategy team in developing marketing plans across key timeframes, categories, and event types.
- Support the seasonal and monthly planning process to ensure alignment on product priorities, launch timelines, and event architecture.
- Contribute to the planning and execution of marketing tactics, including:
 - Collaborating with partners on materials needed for creative style-outs and presentations.
 - Creating and distributing meeting agendas and tracking follow-up action items.
 - Facilitating asset reviews to ensure timely feedback and adherence to briefs.
 - Coordinating requests for marketing tactics and managing media changes.
- Analyze marketing data and reports to identify trends and areas for improvement.
- Collaborate with cross-functional teams (merchandising, content creation, creative, digital/customer teams, etc.) to ensure seamless coordination and communication.
- Stay up to date on industry trends and consumer insights.

Education Requirements

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

Experience Requirements

- No experience is required.

Work Area

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

Industry Type

- Experience should include the following skills: Retail/Wholesale/Import-Export

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

Company Profile: Department, Clothing & Shoe Stores

Company Website: <http://www.macysjobs.com/>