



Vice President of Marketing - Men's Division of a Luxury Accessories Brand

Our client is the number one Luxury Accessories Designer in the US and is looking to grow and advance their rapidly expanding Men's Division.

Ideal candidates will be currently in charge of ALL MARKETING efforts for the growth and development of the Men's Accessories Division of a major Luxury Brand.

This person will be responsible for building and developing ALL MARKETING CATEGORIES for the Men's Accessories business both here in the US as well as overseas.

This is a Broad-Based Marketing role requiring an Entrepreneurial Spirit and a Hands-On Approach to the business.

Experience building and managing a successful Marketing Team in the Luxury Goods industry is critical.

Key Areas of Marketing Guidance and Oversight

- Marketing Communications
- Retail & Wholesale Marketing
- Media Contacts & Press Relations
- Events – ROI Based
- Public Relations
- Co-Op Advertising
- Digital Marketing
- CRM/Email Marketing
- Social Media/Influencers
- Celebrity/Brand Ambassadors
- Omni Channel Strategy/Execution

Marketing Responsibilities include:

Responsible for strategizing, creating and executing performance-driven Retail, Wholesale, & Online Marketing Programs to generate ROI, sales, create buzz, and drive engagement with consumers.

Gain deep understanding of Men's brand positioning, key objectives and overall strategies to develop successful Men's Marketing programs.

Partner closely with Head of Global Sales for multichannel efforts and strengthen Omni Channel Marketing performance.

Keeps pace with emerging Men's Marketing trends and opportunities to increase effectiveness of marketing and promotional programs.

In collaboration with the Brand President, Communications team, and International HQ, manages media relations – including but not limited to influencers, community leaders, press releases, digital campaigns, print materials, social media, etc.

Ensure that all communications maintain a level of quality that meets the brand standards.

Guarantees that the Voice & Tone of all Brand Communications (announcements, promotional materials, marketing collaterals) are consistent in quality as well as messaging. Is adept at establishing measurable indicators of communication strategies and related activities' success.

Skills & Experience Preferred

Ideal candidates will come from the Luxury Goods Industry, preferably the Men's Division of a Major Luxury Accessories Brand.

This person should have at least 10-15 years of Marketing Leadership experience in the Luxury Goods/ Men's Accessories sector.

BA/BS Marketing Degree preferred.

Data Driven/analytical and Marketing management skills with the ability to handle multiple priorities. Complete knowledge of Luxury Goods, Men's Accessories and Broad-Based Marketing Methodologies. Strategic, creative, interpersonal, and organizational skills necessary.

Must be highly organized, have a good understanding of Men's Accessories and both the marketing and operational trends of the Men's Fashion/Accessories industry.

Experience managing external partners, budgets and timelines.

Requires strong communication and the ability to motivate and influence peers in other (partnering) departments.

Excellent communication skills (written, verbal, presentation); Communicative relationship-builder, with ability to cultivate partnerships including via phone and email.

Flexibility, resourcefulness and a positive attitude is a must in this entrepreneurial and fluid environment.

Strong Computer Skills, including MS Office (Outlook, Excel, PowerPoint)