



Job Description:

Famous Luxury Brand seeks a Marketing Coordinator in our NYC office to work collaboratively with our Marketing Manager and creative team. You will work on a wide variety of initiatives and help ensure cohesion between our brand and advertising/outside agents.

Responsibilities:

Website, Social Media & E-commerce

- Assist Marketing Manager with website creatives
- Create weekly web sales reports
- Work with sales planning/forecasting to determine sales needs for upcoming emails
- Work closely with advertising agency to plan digital advertising campaigns and track sales results
- Develop promotional campaigns over social media to increase sales

Public Relations

- Assemble press releases and media kits for new collections to distribute to editors
- Manage all editorial requests for images and product and update editorial recap accordingly
- Event Planning- Wholesale & Retail
- Work with Marketing Manager and Retail Store Managers and teams to develop and execute store events
- Work with Marketing Manager, National sales team and Independent sales team to plan and execute public appearance events

Trade Shows

- Work with the sales team and Marketing Manager to develop, plan and execute all aspects of trade show marketing
- Prepare press kits to send to editors and distribute during show
- Press outreach to influencers, bloggers and editors to set up appointments for them to attend the show



CO-OP

- Work with marketing manager and sales team to plan email marketing calendar for the independent accounts
- Work with visual team to maintain the marketing portal to ensure all images are up to date
- Manage all incoming co-op advertising image requests
- Donations
- Handle all donation requests
- Maintain Donation and Gifts spreadsheet
- Assist retail stores with any events that include charitable involvements

Requirements:

- Interest in the realm of luxury retail or interior design is a must
- Exceptional critical thinking, time management and organizational skills
- Excellent verbal and written communication skills
- Strong proficiency in Microsoft Office
- Experience with social media platforms (Facebook, Instagram, Pinterest)

If interested, kindly email your updated CV to Resumes@OmniChannelCareers.com