



Digital Marketing Manager – Luxury Brand in Midtown

The mission of the Digital Marketing Manager is to drive sales through a multi-channel approach utilizing PR, marketing, social media and the website.

Support our 14 global markets to implement, test and evaluate the digital strategy, to increase brand awareness, drive in-salon foot traffic, and ultimately increase sales

Roles & Responsibilities

This person will plan and execute the global and localized digital advertising and analytics. Additionally, they will be responsible for reviewing local market advertising plans, and ensuring they fit local and global digital marketing strategy. Additional details below:

- Maintain the advertising relationship with our advertising agency to vet, implement and optimize global advertising campaigns (paid social, display, influencer, and SEM reports), identifying trends and insights
- Translating these trends into actionable items for the Digital Marketing, Traditional Marketing and PR teams
- Work closely with our 14 markets to vet digital advertising & SEM proposals
- Measure and report performance of all global digital marketing campaigns, and assess against goals (ROI and KPIs)
- Collaborate with markets to create a global reporting template
- Identify and implement streamlined processes to increase team efficiencies
- Understand advancements in digital advertising and onboard global markets

Qualifications

- Understanding of 360 digital planning, execution and reporting
- Proven success in building brand awareness and ROI driven campaigns
- Strong understanding of website analytics tools, KPI Driven, & Analytical Skills
- Familiar with working in an international environment and large organization
- Strong enthusiasm and motivation, as well as a high self-drive and energy level

- Excellent communication skills, oral and written. Ability to influence key parts of the organization
- Must be solution oriented

Experience

- 5 Years of agency experience
- Global media planning with a focus in local markets
- Experience in the beauty vertical or advertising agency experience preferred

If interested, please email your updated CV to Resumes@OmniChannelCareers.com to apply!