



US Marketing & PR Manager

The Marketing & PR Manager is responsible for developing & executing a comprehensive Marketing strategy across all business channels (Brick & Mortar Doors, Ecommerce, External Retail & B2B partners) to grow brand recognition & market share, increase sales & traffic and maximize efforts while working to a budget. Inclusive of developing media, editorial & affiliate partnerships, PR opportunities, managing EDM, Social media & Digital marketing campaigns, driving promotional activity & user experience on the E Commerce website and event management.

The responsibilities will include but are not limited to:

MARKETING MANAGER ROLE DESCRIPTION

- Partner with cross functional teams to develop & execute 360 global marketing strategies for the US market encompassing global directives leveraging direct mail, e-mail, mobile, social media, and print and digital advertising to communicate brand values and new product collections for US retail stores in New York and Hawaii and E-commerce site.
- Work closely with Global Marketing, Creative, Planning, Production and Sales to ensure that all merchandising collateral, product and sampling needs are current and on time for excellence in execution. Analyze and evolve effectiveness of merchandising elements and in-store events to achieve more impactful in-store experiences.
- Manage annual media buy by selecting top media partners, evaluating their proposals, negotiating best rates and determining what is the best assortment given the budget provided to help achieve sales goals and increase brand awareness.
- Develop and maintain the US marketing calendar to ensure channel alignment and maximize social media outreach. Partner with Global Social Media and Ecommerce team to create geo-targeted posts on Facebook & Instagram for any special product pushes, events, etc. as needed

- Partner with Ecom team to develop local EDM & promotional calendar. Work with Global team to maximize effectiveness of internal marketing. Work with local graphic designers as needed to develop local initiatives.
- Analyze and track marketing initiatives to ensure success and learnings for future.
- Develop Partnerships with Affiliate & B2B marketing opportunities to increase sales.
- Partner with External retail to Manage co-op advertising and work with wholesale partners to develop cohesive marketing strategies to ensure consistent messaging across all channels and drive sales.
- Provide wholesale partners with imagery, selling tools and product information as needed.
- Work collaboratively with creative and copywriting teams to optimize creative and messaging to align with digital strategies.
- Contribute ideas and provide key insights to marketing and site teams on an ongoing basis.

DIGITAL MARKETING

- Partner with global ecom team to maximize SEO and social media advertising. Ensure site is merchandised according to marketing calendar.
- Measure and report performance of campaigns and assess against goals (ROI and KPIs)
- Manage communication stream with external agency partners and vendors to gather information or data as needed
- Ensure all digital campaigns are cohesive and connect to the site experience

PR

- Direct the US PR agency to maximize media exposure through planned, targeted, measurable editorial placements and events
- Coordinate delivery of product samples to the agency as needed for press and editorial requests.
- Conduct inventory each season to confirm marketing sample inventory and make necessary updates
- Help find additional samples for key placements from product development and store team if current sample inventory does not have the necessary samples.

- Spearhead brand events in conjunction with the PR agency. Examples: Press previews, collection launches, holiday themed events, etc.

Job Requirements:

- Bachelor's Degree or higher.
- 3-5 years minimum experience in related fields of marketing and PR.
- Digital Marketing and Social Media management experience.
- Full Time availability, position and role based in New York, NY.
- General knowledge & experience working with Microsoft Excel, Power Point and Google analytics

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