



CRM MARKETING MANAGER – Global Luxury Brand

I. Job Summary:

This is a unique opportunity to gain experience working for one of the world's leading luxury brands in an exciting and fast paced role. We are looking for an organized, motivated, personable individual who is passionate about fine jewelry and the luxury industry. This position is responsible for managing all CRM Marketing with US and International.

II. Key Duties Responsibilities and Accountabilities (by Percentage of Time):

Advertising (20%): Manage corporate and global media plans, working with markets on optimal positioning, media selection, etc. Collaborate with the creative team on Advertising Campaign development and implementation. Identify opportunities for 360 media investment in collaboration with the Digital Marketing team. Manage all outdoor media exposure from creation to execution.

CRM (60%): Manage the development and production of all CRM materials. Support corporate gifting development and distribution. Oversee market usage of CRM materials, effectiveness and ROI.

Reporting & Market Research (20%):

Ongoing analysis of global media plans, ROI reporting tracking successes of all marketing initiatives. Manage budget tracking and corporate spending in collaboration with finance. Ad hoc reporting as needed relating to sales, product launches, new markets, etc. Research industry best practices related to product categories

– Create briefs for all advertising & CRM projects and liaise with Creative services on execution – Work with the Jewelry Marketing team on additional projects as needed.

III. Key Job Relationships:

International Marketing teams (Jewelry and Timepieces) – Public Relations team – Product Development – Creative Services team

IV. Job Qualifications:

- Minimum of three to five years' experience in CRM & Luxury brand Marketing
 - Bachelor's Degree in Marketing – Excellent interpersonal, communication and computer skills – Strong analytical skills and strategic thinking – Strong attention to detail with the ability to handle multiple tasks simultaneously – Excellent written and spoken English, a second language a plus

If interested, Email your CV to Resumes@OmniChannelCareers.com