



## DIRECTOR of MARKETING & COMMUNICATIONS - Global Luxury Brand

One of the world's most famous luxury brands is seeking a talented & entrepreneurial Director of Marketing & Communications based in their NYC Headquarters.

### Overview

The Director of Marketing and Communications will focus on the effective management of the brand's Marketing, Media & Press Relations, Events, Public Relations, Co-Op Advertising, and Digital activities assuring that all communications between the company, its business partners and the public embodies and supports the brand's Vision, Voice and Values.

### Responsibilities

This is a Broad-based Marketing Leadership role touching all areas of Marketing. In collaboration with the VP/Brand President, the Brand Communications team, and International HQ, the Director of Marketing and Communications manages all media relations – including but not limited to influencers, community leaders, press releases, digital campaigns, print materials, social media, etc. – to guarantee that all communications maintain a level of quality that meets the brand standards. Ensures that all brand communications (announcements, promotional materials, marketing collaterals) are consistent in quality as well as messaging. The Director is instrumental in establishing measurable indicators of communication strategies and related activities' success. The Director will work to certify that all brand Communications activities remain accountable on a compliance, budget, and strategy level. Through these activities – including managing the overall Communications budget - serves as a model of dependability, responsiveness, and transparent communication when working with colleagues on all levels when ensuring the integrity of the brand across platforms.

The Director of Marketing and Communications is responsible for maintaining a high standard of excellence commensurate with the brand vision and voice in all activities including responding to challenging messages as well as when representing the company at events, trade shows, conferences and speaking engagements. The Director shall embody an awareness of risk and will be consistently poised to respond to possible setbacks or crises to project a positive brand image to the public, customers, and business partners.

### Profile

We are seeking an **experienced Marketing and Communications leader**, a savvy and passionate professional with Press and Media contacts in the Luxury Goods sector. The successful candidate is well-versed in all aspects of Digital Marketing and luxury brand communications strategy and execution while being an inspiring leader in both the industry and for the team. Excellent interpersonal, public speaking, and writing communication skills are required. The ideal candidate will have established relationships with relevant media contacts and strong proficiency in industry technologies (digital content/strategy, social media, google analytics, SEM, mobile, web, ecomm, etc.)

Company offers tremendous benefits, quality of life and work life balance to all employees!

