



In this newly created role, as the Retail Marketing Associate, you will be responsible for executing channel marketing for permanent and pop-up stores in North America & Europe. Reporting to the Global Marketing Manager, while working collaboratively with regional managers, content manager and the DTC team, you will require a deep understanding of positioning in the retail space, while ideating on innovative marketing activations and opportunities specific to stores.

Some of What You'll Do:

- Plan, develop and execute holistic retail marketing strategy, in-store marketing programs and displays for perm & pop-up stores.
- Identify global & regional marketing initiatives & activations to drive traffic to store;
- Project manage & execute marketing programs from conception to store-level execution including coordination and communications with store teams
- Collaborate cross- functionally and be the liaison between marketing, creative and DTC teams for seasonal creative updates, activations and marketing opportunities.
- Manage and build relationship between store and mall teams to manage marketing & communications. Leveraging store opening and local OOH/digital opportunities with malls inclusive but not limited to
- Manage permanent & pop-up store openings and on-going marketing / creative responsibilities

Some of What You'll Need:

- Minimum 3 years of experience in retail marketing
- Well versed, with a strong understanding of retail marketing (brick & mortar) and background in luxury fashion/beauty
- Ability to identify and develop relationships with key internal and external partners
- Knowledge of Google Docs, Google Sheets, Microsoft suite programs
- Retail experience is multi-market inclusive of global stores an asset
- Worked with global brand with several stores a plus
- Available for travel

Some of Who You Are:

- Ability to balance day-to-day execution and larger picture, strategic thinking
- Strong project management skills
- Dynamic and organized