

Marketing Manager, In-Store [Fendi Harrods]

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Company: Fendi

Location: United Kingdom

Category: other-general

Position:

In-Store Marketing Manager

The In-Store Marketing manager supports the Store Manager in creating and expanding a solid local customer network within the assigned Store by proposing and developing targeted activities, initiatives, and events to recruit new clients, upgrade existing ones and to boost VIC sales.

The In-Store Marketing manager is responsible for the development and execution of marketing strategies, campaigns within his/her Store.

Main Responsibilities

Business and Retail Performance

Monitor the business at boutique levels to drive key insights to growth the business through ad hoc retail analysis and regular reporting

Manage the budget and targets for specific retail initiatives

Assess, develop, and promote the usage of current and new methodology and tools, keeping an omnichannel approach to guarantee a consistent delivery of the store on main retail KPIs

Liaise with Europe Retail Operations team to support the store in meeting deadlines

Clienteling

Develop in and out of boutique clienteling animations during the year in line with company

guidelines, predefined targets of clients and business goals

Initiate, lead and monitor all marketing (CRM, clientele, event, digital) activities, according to the Corporate and Regional guidelines

Guarantee an excellent usage of CRM tools in store and follow up with client advisors to ensure target completion

Advise and coach the store teams regarding the implementation of clientele guidelines and initiatives

Build a network of partners, contacts, and suppliers to reach targeted results in most efficient way on high standards level of the company

Profile:

Profile

At least 5 years' experience in a retail company within an international environment with a relevant experience in retail marketing. Experience in luxury fashion is a plus

MBA or Degree in luxury program, marketing, or business-related subjects

Understanding of what drives traffic into a retail environment, and of retail analytics.

Ability to review data, identify opportunities and develop action plans to exploit the opportunities

Excellent interpersonal and communication skills, proactive attitude

Strong project management and problem-solving attitude

Goal orientated, high attention to details and multi-tasking

Passioned and curious about luxury fashion industry trends

Excellent usage of MS office tools and BI programs

Fluent in English

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Cross References and Citations:

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