

Media & Communications Manager- UK, Ireland, Nordics

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Company: Tiffany & Co

Location: United Kingdom

Category: other-general

Position

The Media & Communications Manager role will have responsibility for media planning, developing creative briefs, providing hands on support for artwork approval process and managing the local media buying agencies. With a focus on data acquisition, the manager will be responsible for data collection and analysis leveraging data to optimize media strategies and campaigns. The role will require collaboration with cross-functional teams to ensure synergies between departments and database growth. Working as part of the Marketing & Communications team the candidate will also be responsible for liaising with the EMEA media team as well as performance marketing to be the gatekeeper of the EMEA strategy in the UKI & Nordics.

Lead & execute end to end media planning for the UKI & Nordics:

End to end managing across briefing, activation, optimization and performance reporting

Translates business objectives and priorities into strategic briefs that guide the agency's direction.

Highly skilled in data analysis. Able to understand the key 'story' that emerges from each media campaign, with an ability to distill key findings into actionable outcomes and next steps, paving the way for continuous improvement in our media campaigns.

Leverage external relationships / establish partnerships to identify, negotiate and secure first to market opportunities for the brand that have significant business impact.

Work with our media agency on a daily basis to ensure timely delivery of projects and deadlines

Work hand in hand with EMEA Media team to ensure sufficiency level by key media platforms by campaign and deliver the region frame locally

Best in class Media knowledge and ability to transform into effective media plans:

Strong knowledge of core platforms (Google, Meta, TikTok) capabilities, media channels and best practices to push recommendations on how to maximize targeted reach, effectiveness and efficiency.

Have a strong grasp of the media landscape in the UKI & Nordics and our target customer behavior across landscape to deliver optimal channel mix recommendations.

Strong knowledge of our competitive landscape to enable accurate external benchmarking and recommend Tiffany opportunity areas for competitive advantage and to identify opportunities

Curiosity about the fine jewelry sector with an energy to know more.

Integrated, collaborative leadership

Build and foster a highly collaborative working relationship across multi-functional teams, including local and regional teams. Ensure clarity of Media plans across all key functions (Brand, eCommerce, PR, eCRM)

Forge and foster agency network and external partner relationships to drive Tiffany business forward

Synergize with PR on major initiatives and 360 campaigns.

Required Qualifications:

5+ years of media experience (4 year undergraduate degree in marketing, media, communications or related field is mandatory; Masters preferred)

Experience in managing large, complex media budgets with strict financial stewardship and oversight

Excellent presentation, written and verbal communication skills, extremely organized and

ability to prioritize independently

Strong skillset in Excel/data analytics

Flawless attention to detail, be a team player, multi-tasker, and excellent communicator

Fluent in English

Preferred Qualifications:

International experience

Strong knowledge and awareness of emerging technologies and latest media innovations

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