

## **Hedley & Bennett**

### **Sr. Manager Brand Marketing Job Description**

#### **Summary:**

Based in Los Angeles, the Sr. Manager, Brand Marketing will be a key marketing leader in executing an integrated marketing and communications strategy. The position will be responsible for ensuring consistency across all brand segments globally and customer experience touch points including; product, digital, social, showroom, online, print and direct mail. The Sr. Manager is also responsible for planning, organizing, staffing, training, and managing all marketing functions to achieve company objectives for sales, growth, profitability and visibility while ensuring a position consistent with the company's corporate values. We are a start-up, so no job is too big or too small.

#### **Key Responsibilities:**

- Ensure consistent integrated brand representation across all brands, channels and touch points.
- Strong experience in product marketing with retail understanding and storytelling.
- Lead integrated marketing and communication execution for product and giving programs to ensure consistency across all customer experience touchpoints, including product, digital, social, in-store/showroom, online, print and direct mail.
- Establish and enhance direct to consumer strategy across channels; retail, ECommerce.
- Manage external relationships and agencies.
- Build strong partnerships and establish credibility with the internal team, based upon a demonstrated collaborative approach, leadership skills and experience.
- Manage an operating budget for the marketing function delivering both top line revenues and bottom line margin and profits. Leverage all available resources to control and minimize expenses.
- Work cross-functionally to integrate marketing, product, sales, sourcing and production and other related functions with brand marketing and creative.
- Evaluate and track key metrics and success criteria for all marketing, advertising, and PR programs and activations.
- Anticipate and implement necessary changes to strategy and execution process to support the company's expansion both geographically and through new marketing initiatives and campaigns
- Weekly / Monthly / Quarterly reporting to leadership teams on key marketing metrics and project updates.
- Additional responsibilities as directed by management.

#### **Required Skills:**

- 5+ years' successfully building and executing an integrated marketing and communication strategy within a start-up, early and high growth business with financial metric responsibility.
- Collaborative leader who understands the inter-connectivity of strategy, brand building, and marketing innovation.
- Experience working in hospitality/kitchenware/fashion/apparel/retail industries is strongly preferred.
- Strong experience and proven track record of innovating and executing new media marketing tactics in social, digital, CRM and direct response that aligns with the Company.
- Superior analytical and decision-making skills with the ability to translate into an executable strategic plan.
- Excellent communication and presentation skills.
- A proven extraordinary team and culture builder.
- A high degree of perseverance and level of patience.
- An individual with unquestionable integrity and ethics.

**Desired Attributes:**

- Mature, thoughtful professional
- Solution-oriented mindset
- Loves building relationships; puts people at ease
- Natural collaborator who enjoys an exchange of ideas
- A combination of an analyst mindset, but with creative ideas to test new concepts and attract new customers while retaining existing ones.
- Nimble, flexible thinker with both strength of conviction and the ability to see an issue from multiple angles and perspectives
- Questions with curiosity and an open mind, and challenges with respect and new thinking
- Leads through both lesson and example
- Able to maintain and foster a sense of calm under pressure
- Thrives in a hands-on, entrepreneurial environment
- High confidence, low ego
- Positive, cheerful disposition