

Director of Brand Innovation, Mens
Los Angeles, California

We are seeking someone with the fearless blend of innovative strategic thinking, hands-on execution skills, great team leadership chops, and a genuine passion for brand building! You are a deliberate thinker, concerned with the: who, what, where, when and why – someone who takes a holistic approach to growing brand awareness. Your energy motivates teams and partners, and empowers those around you to shine.

Your Qualifications:

- Bold brand strategist and innovator with experience in developing and deploying all aspects of the brand (from positioning to architecture to alignment)
- Unrelenting, performance-proven marketing and execution powerhouse experienced in augmenting cult brands
- A structured thinker and leader who will take projects from point A to B
- Leverage an omni channel creative approach (social, content, email, photography, video, events, mailers, etc) to creatively tell the Brand narrative
- Initiate partnerships and brand collaborations to achieve specific goals
- Work with the team to develop integrated, unique marketing programs to maximize exposure, resonance and revenue
- Capable of developing and executing against a marketing and product calendar

Who you are:

- Detail oriented and appreciative of the modern aesthetic and witty/authentic tone
- Savvy with: Word, Excel, PPT, Google Analytics, Shopify, etc
- You hold yourself to the highest standards and expect others to do the same
- A team player who is respectful and collaborative with strong interpersonal skills
- Fluent in design, fashion, editorial, film, marketing and retail trends
- Able to lead, influence, and motivate others
- Available full-time for a position in Santa Monica, CA

What you'll need:

- Bachelor's Degree
- 6-10+ years brand creation and team leadership experience
- Comfort in tackling problems head-on, adapting to shifting priorities, making efficient decisions in the face of tight deadlines, and managing multiple projects simultaneously

Please send your resume to jobs@lunya.co so that you can help us change the world – one bedroom at a time. Please include the following:

- Tell us a mens brand that you think does a great job and why.
- Tell us why you are interested in being part of a startup.
- An example of a social campaign that you are fond of