

HEYDAY

ROLE & RESPONSIBILITY

Director of Brand

This role is about making the Heyday brand clear, creative, differentiated, powerful – and synonymous with skincare. By deeply understanding our customer, our skincare position, our Skin Therapists' voices, and the broader skincare/wellness industry, the Director of Brand is responsible for driving a compelling brand strategy, clear voice, and unique creative expression across brick-and-mortar and digital touch points that cements us as the category leaders we can and will be.

About Heyday

We are expert skincare with a human touch. We started Heyday to personalize skincare to create positive change in people's lives – for both our teams and our clients. We're all about helping people feel great in the moment and empowering them to continue that journey on their own. Heyday means the period of your greatest strength, vigor, or success – your prime. We believe everyday should be your Heyday. We just happen to start with skin.

Heyday is headquartered in Soho, New York, with 5 retail locations across Manhattan and 1 in Los Angeles. This is an exciting opportunity to join a small, collaborative team and have a direct impact on our fast-growing business. This position will be an integral part of the organization. The candidate must have commitment and passion for the mission of Heyday to be a catalyst for people to look and feel their best. You are a magic maker who sees possibility and turns dreams into reality.

Key Responsibilities

Primary areas of ownership for the role include:

1. **Understand consumer and skincare landscape** – Deeply understand the current and forthcoming trends in the skincare and wellness landscape and how consumers are communicating and interacting with that fast-changing world.
2. **Define and own brand strategy and voice** – Refine and cultivate who we are, what we stand for, why we should be in people's lives, how we say it all, and how we express that consistently and with excellence (i.e., our brand strategy, brand pillars, value proposition, standards and guidelines, brand voice).
3. **Position Heyday as the authority in the skincare conversation** - Through our brand, own the skincare and adjacent lifestyle conversation to deepen engagement, create habits, and build new behaviors in the category for both our brick-and-mortar and digital clients.
4. **Lead a unique creative direction** - Inspire and direct the design of a brilliant, fresh and creative brand that elevates what we do to the outside world through all its touchpoints, in visuals and words, in physical and digital.

Expert skincare with a human touch

heydayskincare.com @heydayskincare

New York • NoMad • Tribeca • Upper East Side • Upper West Side • Noho • Los Angeles

5. **Own brand expression and performance** – Responsible for conception, collaboration, and execution of the brand’s creative efforts and marketing campaigns, across all media and channels (i.e., content, print collateral, digital, social media, video, retail environment)

Qualifications

- 5+ years of brand-building experience with a consumer-facing brand
- Undaunted desire to navigate the nuances of a people-based brand (i.e., we’re not a single product brand)
- Ability to turn customer insights and market knowledge into a cohesive brand strategy
- Expert knowledge of design execution, including digital, print, and video
- Ability to analyze performance of brand/creative output to determine paths forward
- Demonstrated experience creating programs that lead to positive financial outcomes
- Strong ability to lead an innovative creative team with limited resources and work cross-functionally with marketing teams

Desired Traits

- **Listener:** And ability to deeply listen and build systems and strategies that capture the essence of a people-first brand
- **Openness to Feedback:** Ability to take feedback from peers, customers, and business results to make thoughtful adjustments to brand expression
- **Problem Solver:** Focus on the main objective, identify trends, get to the bottom of problems, and then solve the problem with sustainable solutions
- **Detail Oriented:** Meticulous attention to detail with an appreciation of complexity and risk
- **Clear Communicator:** Key ability to synthesize materials and make them easily digestible
- **Change Maker:** constantly looking for ways to improve current way of doing things, never settles
- **High Standards:** Strong ability to set a high standard and drive ongoing execution on behalf of self and broader team and organization
- **Results Driven:** Focused on execution and driving outcomes with others; understands interdependencies and has strong ability to prioritize, project manage and drive organization to specific and measurable results
- **Scrappy:** Never settles for what's already been done, is innovative and creative with ideas, pitches in to get the job done
- **Reliable:** Follows through on commitments, and asks for help when needed
- **Composed & Resilient:** Can embrace change and ambiguity with a skill set of composure, planning, process management and agility.

Location & Logistics

- The role will be based in New York City at the Heyday Support Office

Reporting

- The role will report to the Chief Experience Officer.
- The role will collaborate closely with marketing functions, as an “in-house agency,” as well as the product team in communicating our skincare/product ethos.