

HEYDAY

ROLE & RESPONSIBILITY

Manager of Marketing

Heyday is looking for a standout relationship builder who can guide teams - internally and externally - to make Heyday relevant. This individual will drive our marketing strategy across stakeholders who include, but are not limited to press and media, influencers and partners at the national and hyper-local level. In order to maximize the conversation about Heyday across touchpoints, this individual will play a critical role influencing and building the key campaign stories, conversations and experiences we should participate in. More specifically, this role will own and drive execution of our campaigns through media, influencer and partner events and experiences at the national and hyper-local level.

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

The Manager of Marketing will be responsible for the following:

- **Lead the strategic development and evolution of our campaign strategy to increase brand awareness, and drive traffic, sales, and energy for the brand**
 - Build the cross-functional campaign roll-out calendar and plan to drive enthusiasm to Heyday in an ongoing way across Heyday's channels (social, email, community, retail, etc.)
 - Craft strategic plans, create long-format storytelling, and reach stakeholders through traditional media, social media, influencer groups, and other creative networks.
 - Leverage the power of media, entertainment, and pop culture to tell the Heyday story and inspire consumers while growing awareness of the brand
- **Build sustainable communities at the regional level to grow word of mouth evangelism in our existing and future shop locations**

Expert skincare with a human touch

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- Define shop-specific community marketing plans to drive new customer awareness and acquisition
- Create existing customer engagement touchpoints to build their evangelism and referral through formal and informal community engagement (ambassador programs, partner events, etc.)
- Build “pull” based new shop and new market entry launch plans to activate awareness and enthusiasm before, during and after shop openings
- **Develop the community marketing team and sustainably integrate a community focus within our shop operating structure**
 - Define the competencies and responsibilities of our community marketing resources to lead a decentralized team of full and/or part-time resources
 - In partnership with operations and people teams, define the responsibilities within the in-shop team structure to make hospitality and community building an integrated part of the day-to-day scope

Qualifications

- 5+ years professional experience in marketing roles supporting high-energy brands (preferably working within the beauty/skincare/lifestyle arena)
- Deeply knowledgeable of the evolving consumer communications and brand environment and the intricacies of print, digital, and broadcast media
- A seasoned manager who has experience with leading and developing teams, strategic planning, budgeting, and producing creative solutions
- Connected to key influencers and able to leverage your network and drive key media and partner collaborations
- Eager to work in a fast-paced environment
- A passionate ambassador of the brand