

<https://entouragesearch.com/job/marketing-director/>

Marketing Director/Fashion

Description

Our client, a prestigious luxury fashion brand with over thirty years of history, is renowned for its sophisticated outerwear and premium accessories. With a global presence and a commitment to timeless, high-quality fashion, they have earned a strong reputation among their discerning clientele.

Job Overview:

Our client is seeking a dynamic and experienced Marketing Director to be based in Montreal, Quebec. This individual will play a crucial role in developing and implementing the marketing strategy, collaborating with various teams to drive brand awareness, engage the target audience, and enhance market positioning. This presents a unique opportunity to lead marketing initiatives within the luxury fashion sector.

Responsibilities

Develop Comprehensive Marketing Strategies: Collaborate with senior management to develop comprehensive marketing strategies that align with the brand's objectives and resonate with the target demographic.

Brand Positioning and Identity: Maintain a clear and consistent brand identity across all marketing channels. Ensure that brand positioning reflects the essence of luxury, sophistication, and exclusivity.

Integrated Campaign Management: Plan, execute, and oversee integrated marketing campaigns across various channels including digital, social media, print, events, and partnerships.

Digital Marketing: Lead digital marketing efforts, including SEO, SEM, email campaigns, social media, and influencer collaborations, to drive online engagement and sales.

Market Research and Consumer Insights: Stay abreast of industry trends, competitor activities, and consumer insights to inform marketing strategies and identify new opportunities for

Hiring organization

Entourage Human Resources

Employment Type

Full-time

Job Location

Montreal

Base Salary

\$ 85,000 - \$ 120,000

Date posted

28 March 2024

growth.

Public Relations and Media Relations: Cultivate and maintain relationships with key media outlets, influencers, and industry stakeholders. Secure press coverage and partnerships to enhance brand visibility and credibility.

Budget Management: Manage marketing budgets effectively, ensuring optimal allocation of resources across various initiatives while maintaining financial targets.

Analytics and Reporting: Utilize data to assess campaign effectiveness and inform future strategies.

Team Leadership and Collaboration: Lead and mentor a team of marketing professionals, fostering a culture of creativity, collaboration, and excellence. Collaborate cross-functionally with internal teams including design, sales, and retail to ensure alignment and synergy in marketing efforts.

Qualifications

- Bachelor's degree in marketing, Business Administration, or a related field.
- Proven experience (minimum 6 years) in marketing roles in the luxury fashion industry, with at least 3 years in a managerial capacity.
- Strong understanding of luxury fashion market dynamics, consumer behavior, and industry trends.
- Exceptional strategic thinking, analytical skills, and attention to detail.
- Proficiency in digital marketing software, platforms, analytics tools, and content management systems.
- Excellent communication, interpersonal, and leadership skills.
- Ability to thrive in a fast-paced, dynamic environment and adapt to changing priorities.
- **Passion for fashion, creativity, and genuine understanding of luxury fashion, designers, and trends.**

Job Benefits

- Competitive salary package
- Health insurance and wellness programs
- Employee discounts on luxury products
- Opportunities for career advancement and professional development
- Vibrant and inclusive work culture within a prestigious fashion brand