

Turkey Jobs Expertini®

Brand Experience Lead Turkiye

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Company: Levi Strauss & Co

Location: İstanbul

Category: other-general

JOB DESCRIPTION

We are looking for a Brand Experience Lead who will be responsible to adapt global Levis rules to local and implement regional guidelines and solve regional/geo needs.

Responsibilities

Align and partner with be samea, the local business teams (retail and wholesale), brand merchandising, and marketing on the window and instore calendar for each season for me.

Interpret global/regional be guidelines and seasonal concepts for local execution.

Partner with the brand and retail merchandising teams to create / supervise the creation of planograms for all stores, including new and renovated stores. Also, work with the merchant teams to create priority lists of key products to be included in instore displays.

Partner with store planning and be lead (SAMEA) on the design of all stores, new and renovated included.

Monitor performance of windows and instore communication by measuring performance of product sell-through with quantitative data provided by the operations teams and marketing teams.

Create be tools and execute training workshops to equip partner VM teams to achieve consistent execution.

Ensure reporting post each new execution each season.

Support all marketing events from a be perspective.

Support the seasonal line presentation as required.

LOCATION

Istanbul, Turkey

FULL TIME/PART TIME

Full time

Current LS&Co Employees

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