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Consumer Marketing Manager

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Company: Darphin Paris

Location: İstanbul

Category: other-general

Consumer Marketing Manager

Do You Want To Be Part of Something Exciting?

At The Estée Lauder Companies you can play a role in our global success!

About The Estée Lauder Companies Inc.

The Estée Lauder Companies is one of the world's leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products. The company's products are sold in approximately 150 countries and territories under brand names including Estée Lauder, Aramis, Clinique, Lab Series, Origins, Tommy Hilfiger, MAC, La Mer, Bobbi Brown, Donna Karan New York, DKNY, Aveda, Jo Malone London, Bumble and bumble, Michael Kors, Darphin Paris, TOM FORD BEAUTY, Smashbox, Ermenegildo Zegna, AERIN, Le Labo, Editions de Parfums Frédéric Malle, GLAMGLOW, KILIAN PARIS, Too Faced and Dr. Jart+, and the DECIEM family of brands, including The Ordinary and NIOD.

Responsibilities

Defines the Marketing Strategy for the brand for the affiliate

Derives and adapts the Global / Regional marketing strategy to maximize local relevancy:

Define the target consumer profile(s), adapting Global / Regional guidelines to local opportunities

Translate local consumer insights into marketing and selling opportunities in partnership with the DCM team

Collects and understands best practices from region, commercial and DCM team

Defines marketing strategy in partnership with the DCM team based on analysis of competitive landscape and trends in markets, customers, products, prices, and channels to identify opportunities for growth and profit enhancement.

Defines the CRM strategy in partnership with the CRM team

Builds, owns and drives the delivery of the 360° consumer marketing plan across all media channels

Defines and owns the Consumer Calendar (launches, online key shopping moments, retailers activities,...) for all channels, working closely with Product Marketing, Trade, Online, Commercial teams

Consolidates inputs from Paid, Owned and Earned Media, validates the A&P mix for the upcoming year, works with the DCM team on the full year media budget allocator

Contribute to building Brand P&L based on inputs from the energy centers, and share to the DCM, Commercial and Retail leads as necessary

Obtain assets and content from EMEA and localize when necessary, building on expertise and feedback from energy centers

Leads and orchestrates Paid, Owned and Earned activities, giving clear guidelines and objectives and ensuring smooth flow of information

Defines and drives the virtual selling activities, in collaboration with other stakeholders (online, owned media, Commercial team, live chatters,...)

Compiles campaign performance results from agency and online and using available tools, shares learnings with all

Accountable to develop, share proactively all information about BM/PM about calendar changes impacting DP and forecast (eg Marketing calendar, campaigns, HTSM, consumer relevant activities)

Defines local activation with inputs from all brand team (for store opening, special event,...)

Ensure MarTech tools and Dentsu tools adoption and execution by teams

Spread Owned / Earned Media expertise and contribute to capability building within the affiliate in partnership with Earned Owned Media Manager

Support presenting brand commercial plan to Energy Center leads & key corporate stakeholders including introduction of new products and promotions

Drives A&P spend allocation, in collaboration with paid, owned and earned media and the agency

Is in charge of A&P budget and optimization

Gathers A&P ROI analyses and improves marketing effectiveness through test and learn approach

Contributes to LRP building, in particular A&P lines, with intent to maximize effective and efficient consumer-facing spend, monitoring and ensuring the best ROAS (Return on Advertising Spend)

Defines and owns the Consumer Journey(s) combining all communication and distribution channels

Qualifications

Min 6-8 years Marketing experience in a cosmetics-dermo-cosmetics/ luxury goods/retail or FMCG area

Degree in Marketing or Equivalent

Fluent in English

Excellent computer skills, including in Microsoft Outlook, Word, Excel, and Power Point

Degree in Marketing or Equivalent

Strong digital understanding

Ability to lead a cross-functional team and interface with international markets

Previous strategic accountability in marketing

Good communication skills – including understanding how to clearly communicate messages to consumer and key stakeholders

Excellent analytical skills

Willingness to lead, test and learn

Interest in trends and new technology

Not afraid to challenge the status quo

Generous in spirit (knowledge sharing) and relationship builder

Strong in multi-tasking

Accountable for decision making

What We Offer

Our Business of Beauty Prestige beauty is a dynamic growth industry, and we are at the forefront, leading the way with our diverse portfolio of 25+ exceptional brands.

Our Culture & Values We are a family company with deep-rooted values and a rich history. We embrace the challenges of leading in the ever-changing beauty landscape as an opportunity to drive our creativity and drive sustainable growth.

Our People We believe that diverse backgrounds result in greater innovation across our organization. The value we place on cultivating future leaders is at the heart of our talent philosophy. We encourage continuous learning and we harness the strengths of our employees. The global nature of our work across multiple regions and brands, functions and channels provides fertile ground for mobility and career growth.

Our Commitments We are committed to fostering a culture of respect and being positive influence in everything we do and in every community we serve. Corporate citizenship and sustainability are central to our beliefs — from employee volunteerism and our cause-related campaigns to the creation of high-performing and safe products, all while caring for people and the environment.

We are looking forward to your application!

Şirketimiz whatsapp ve SMS gibi kanallarla asla iş ilanı paylaşmamakta, iş görüşmesi yapmamakta veya kişisel bilgilerinizi paylaşmanızı talep etmemektedir. Şirketimize ait iş ilanlarına başvuruda IBAN, T.C kimlik numarası gibi kişisel bilgileriniz talep edilmemektedir. İş vaadi ile tarafınıza whatsapp vb. kanallarla ulaşıp kişisel bilgilerinizi ve/veya sizden para talep eden kişi ve hesaplara lütfen itibar etmeyiniz.

Bu gibi paylaşımlara maruz kalan ve/veya zarara uğrayan müşterilerimizin ilgili kişi ve hesaplar hakkında savcılığa suç duyurusunda bulunmasını önemle tavsiye ederiz.

Saygılarımızla,

Estée Lauder Companies Türkiye

Job: Marketing

Primary Location: Europe, Middle East, Africa-TR-34-Istanbul

Job Type: Standard

Schedule: Full-time

Shift: 1st (Day) Shift

Job Number: 2319312

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