

Marketing Responsible

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Company: BESTSELLER

Location: İstanbul

Category: other-general

ABOUT BESTSELLER

At BESTSELLER, we are more than 18,000 people in 38 different countries working for over 20 fashion brands such as JACK & JONES, VERO MODA, ONLY and NAME IT. We are a family-owned company with a strong foundation and values to build on, empowering us to pursue the ideas we believe in to take BESTSELLER forward. We are committed to diversity and provide equal opportunities for everyone, irrespective of sex, race, ethnicity, religion or belief, disability, age, sexual orientation, or gender identity. We strive to create an empowering environment where people can thrive and develop. For more information, visit

THE DEPARTMENT & ROLE

You will be working aside a leader who shares a passion for fashion and a vision that has an “outside of the box” approach. The atmosphere in the workplace is informal, yet we work hard together to achieve our common goal: to take the success of BESTSELLER to an even higher level.

REQUIREMENTS

BSc Degree in Business Administration, Marketing or relevant areas,

Strong presentation skills,

Excellent planning and organizing skills,

Proactive and self-starter approach,

Creative and ready to develop others,

Proficiency in English,

No travel restriction.

JOBDESCRIPTION

Create marketing calendar in line with Jack & Jones Global Marketing team and always be in contact with local brand management in terms of local market needs analysis,

Report the marketing activities to the commercial teams in regular basis,

New project development to increase brand awareness,

New store opening events and in store activities,

Localize printed trade marketing materials and production and in-store implementation,

Coordinate all the launch activities under the brand of responsibility,

Responsible for all the 3rd party relations ATL, BTL, PR, Packaging Agencies,

Create ideas for communication under the brand of responsibility,

Develop the campaign structure and strategies in line with the targets,

Measure and report performance of all marketing campaigns (ROI/KPIs),

Analyze and optimize paid & organic campaigns to meet the set ROI targets,

Follow all technological trends, research, implement all developments and analyze the performance,

Plan, track and report with social media and influencers agencies,

Make close collaboration with agencies.

YOUR BENEFITS

In BESTSELLER we have rapid decision processes, there is room for experimenting with new technologies, and we move fast from idea to execution. BESTSELLER is a family-

oriented company focused on taking care of our employees offering different benefits such as health insurance, budget for internal and external training opportunities, hybrid working model, extensive onboarding, 5 days of paid leave in the first year, Psychologist, Nutritionist and Personal Trainer Sessions and 50% discount on all BESTSELLER products.

YOUR PROFILE

We truly value individuals who are solutions oriented, flexible and forward thinking and to be successful in this role you must be able to combine ability to facilitate/take initiative with strong communication and customer management skills. You will work with several different senior managers which will require you to:

Be analytical, strategic with a problem-solving attitude,

Have strong communication, time-management skills and exceptional attention to detail,

Ability to deal with business challenges,

Good communication, presentation and coordination skills with ability to influence people from different functions / positions,

Broaden understanding of business priorities.

ABOUT BESTSELLER

At BESTSELLER, we are more than 20,000 people in 38 different countries working for over 20 fashion brands such as JACK & JONES, SELECTED, VERO MODA, ONLY, PIECES, VILA, OBJECT, MAMALICIOUS, NAME IT, NOISY MAY and We are a family-owned company with a strong foundation and values to build on, empowering us to pursue the ideas we believe in to take BESTSELLER forward. We are committed to diversity and provide equal opportunities for everyone, irrespective of sex, race, ethnicity, religion or belief, disability, age, sexual orientation or gender identity. We strive to create an empowering environment where people can thrive and develop. For more information, visit

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