



BURBERRY

Marketing Manager

募集職種

採用企業名

バーバリー・ジャパン株式会社

支社・支店

Burberry Japan

求人ID

1286436

業種

アパレル・ファッション

会社の種類

大手企業 (300名を超える従業員数) - 外資系企業

雇用形態

正社員

勤務地

東京都 23区, 中央区

給与

700万円 ~ 1000万円

ボーナス

固定給+ボーナス

更新日

2024年05月09日 09:00

応募必要条件

職務経験

6年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル (英語使用比率: 50%程度)

日本語レベル

流暢

最終学歴

大学卒: 学士号

現在のビザ

日本での就労許可が必要です

募集要項

JOB PURPOSE

Manage and execute marketing strategies within Japan, understanding key drivers within the regions to build brand awareness, brand momentum and business growth through strong integrated initiatives with a focus on retail – reporting into Marketing & Communication Director.

The marketing manager is responsible for developing the marketing strategy and overseeing the implementation of all marketing related initiatives (local media, coop marketing, events etc).

Work closely with the other functions including merchandising, retail, client engagement teams to create coordinated marketing activation plans.

RESPONSIBILITIES

- Work with Marketing & Communication director to build 360° Brand and product campaigns
- Manage and implement initiatives to drive traffic and strong brand presence in key cities and ensure close connection with Client Engagement and retail teams to provide tactical support to drive traffic and revenue goals
- Collaborate with retail team to secure exposure in department store media, such as seasonal catalogues, websites, and in-store signage, in key sales momentum
- Work closely with global media team to develop and execute the effective media plan
- Develop event strategy and action plans to roll out branding and commercially tactical initiatives. Taking ownership and involving global and local stakeholders for best execution
- Manage event budget, setting clear KPIs, and measuring and reporting ROI
- Keep an eye on competitors' activities, reporting best practices to UK and local key stakeholders
- Depend on experiences, digital marketing might be within the scope

スキル・資格

PERSONAL PROFILE

- Extensive experience in fashion marketing
- Strong and effective communicator
- Exceptional organisational skills
- Committed team player
- Excellent attention to detail/follow up
- Professional approach to all work and office situations
- Interest and enthusiasm for marketing, branding, technology and digital communication
- Interest in community and culture marketing

会社説明

Founded in 1856, Burberry today remains quintessentially British, with outerwear at its core. Digital luxury positioning and intensive focus on design innovation, quality and heritage icons of the trench coat, trademark check and Prorsum knight, ensure continued brand purity and relevance globally across genders and generations.

At Burberry, every individual, every team and every function, shares an incredible passion for the brand and is guided by a 'brand-first' mind-set. Decisions are evaluated through the lens of the long-term health and vitality of the Burberry brand.

Burberry believes that in order to be a great brand it must also be a great company. Inspired by three Core Values - Protect, Explore, Inspire - rooted in the brand's heritage and continually informing its guiding principles, Burberry leverages its compassionate and creative thinking culture to continually innovate and drive the brand forward.