

Paris Presents

INCORPORATED

Bringing Beauty to Life

POSITION SPECIFICATION

Customer and Consumer Marketing Manager – EMEA

COMPANY

Paris Presents Incorporated is an entrepreneurial, privately held / venture capital backed company that creates and distributes comprehensive brands of makeup and nail tools, bath and body liquids and accessories, and travel accessories. Their expertise includes both nationally distributed branded product lines and the development of “captive” brands, product lines individually created and managed for large retailers. This is a complex fashion business with a focus on high quality products at affordable prices developed through innovation and on-trend design. The company is over 70 years old, as annual revenues of over \$225MM, and is growing rapidly. The senior management team comes from major CPG companies and has a strong success record of growing businesses. In 2016 the CEO, Patrick O’Brien, was named Ernest and Young Entrepreneur of the year for the Midwest region and the company has been recognized on Inc’s Top 5000 companies to work for 3 years in a row.

BRANDS

The company’s three core brands are EcoTools, Real Techniques and Body Benefits. EcoTools is a leader in eco- conscious beauty products, most notably for incredibly soft cosmetic brushes but also offers a line of hair brushes and bath accessories. Body Benefits is the number one brand in bath accessories with distribution at key retailers such as Walmart. The brand offers a comprehensive assortment of netted bath sponges as well as all other bath accessories.

Since its launch in 2011, Real Techniques has taken over the online beauty industry with phenomenal products and expert advice from celebrity makeup artists and sisters Sam and Nic Chapman. Our inspiring education is creating newfound confidence in women globally, all at a click of a button. The brand is the number one makeup brush brand on YouTube, the leading share brand in the UK and one of the fastest growing brands in the U.S.

The company also offers retailer exclusive brands to round out our portfolio at key retailers like Walmart, Target, Walgreens, Ulta and Rite Aid.

Paris Presents

INCORPORATED

Bringing Beauty to Life

SUMMARY

Reporting to the MD of EMEA with a dotted line report to Director of Marketing – Real Techniques, the EMEA Marketing Manager will have responsibility for adapting the global brand strategies on EcoTools and Real Techniques, developing the localized UK portfolio strategy for all categories. This includes but is not exhaustive, the acquisition of consumers engaging with agency(s) the plan and execution, sales and profitability analysis, customer sell in and ongoing brand management activities such as competitive monitoring, inventory management, trend reporting, etc. The manager will need to interface across the organization and make sure all projects move forward according to schedule. The manager will help set the long-term vision with the global brand marketing team and develop specific UK plan for getting there. The manager uses these plans and works with our account managers to build strong and long-lasting relationships with our key retailers as well as brands consumers come to love.

MAJOR RESPONSIBILITIES:

- Responsible for execution of localized brand strategies with key global retailers (e.g., Boots, Superdrug) and international distributors (where appropriate like Brand Builders in the UK) and act as an internal steward for the International sales team to liaise with brand teams.
- Responsible for setting localized Go-to-market strategies and distribution goals to successfully forecast and launch new items
- Manages multiple timelines, project deliverables and priorities for development and execution of merchandising initiatives such as POG recommendations, in-store displays, promotions, special packs.
- Works collaboratively and cross-functionally with brand, creative, finance, supply chain to create and execute impactful, retailer-specific marketing projects, items and promotions across assigned brands with brand objectives.
- Develops materials, processes, pricing, and promotion strategies relevant to international markets, while collaborating with key cross-functional partners and resources.
- Develops localized strategy, portfolio roles from the Global strategy.
- Builds business plans to achieve financial goals.
- Develops local executions of global brand plans to drive consumer awareness, engagement and trial.
- Collaborates with the sales department on all marketing planning and execution and ensures constant and open flow of information on the plan.
- Consults with customer marketing to help develop integrated annual plans for customers.
- Manages brand and product financials, identifying growth opportunities.

Paris Presents

INCORPORATED

Bringing Beauty to Life

- Works with brand to provide regional requirements to build robust innovation funnel and to deliver outstanding new products and packaging.
- Delivers marketplace intelligence; monitoring competitive products and identifying trends and market opportunities
- Analyzes health of the business and identifies action plans as appropriate. Analyzes point of sales data as well as Nielsen/IRI information
- Collaborates with sales on international communication and preparation of key customer meetings
- Develops case studies and encourages/leads best practices sharing, especially between US and international markets.
- Works with agencies on shopper marketing programs, from briefing to execution and results. Writes and submits creative briefs for internal brand team, and delivers final programs to the sales team.
- Executes local social media posts.
- Adapts global recommendations for local sell materials for sales teams.
- Advise and consult on brand budget and P&L (sales, margin, profit)

IDEAL EXPERIENCE

- BA/BS, MBA preferred.
- 5+ years of proven success in brand management and experience with digital marketing, including social media.
- Demonstrated success leading a brand and cross functional teams with a high degree of independence.
- Strong project management skills and ability to prioritize.
- Literate and comfortable with forecasting and data (financials, syndicated data, such as POS and IRI/Nielsen).
- Strong analytical, problem solving and decision-making skills. Ability to take ownership and proactively troubleshoot.
- Big picture oriented with attention to detail.
- Strong and clear communicator with negotiation and influencing skills.
- Ability to travel domestic as well internationally as needed for work requirements.
- Beauty and/or Fashion experience is essential.
- Category management experience is a plus.
- Visual merchandising experience is a plus.
- Collaborative and relationship builder.
- Customer focused.
- Proactive and self-motivated.

Paris Presents

INCORPORATED

Bringing Beauty to Life

- Curious and enjoys learning about the changing consumer and market.
- Thrives in a dynamic, fast – paced working environment and comfortable making decisions, and adjusting priorities and resources.
- Futuristic attitude with a growth mind set– willing to ask and execute the “what if...?”.
- Beauty experience preferred.

IDEAL PERSONAL PROFILE

- An entrepreneurial, high energy, action-oriented manager who thrives in a fast paced, high pressure environment; who is process-oriented but comes up with creative solutions; leads by example; works effectively with minimum supervision; and can think well “on the fly”.
- A tenacious, competitive person who also has a sense of humor and doesn’t take him/herself too seriously.
- A values-driven people person – a leader with drive and vision who possesses superior interpersonal skills and the ability to work effectively with a broad range of internal and external groups.
- The ability to set priorities and execute against them, while seeing to immediate business needs. A multi-tasker with a taste for juggling and experience keeping many balls in the air. Strong problem-solving experience.
- Ability to develop high-level, long-term marketing strategy.
- Flexibility, with ability to adjust to changing market and consumer needs.
- Experience working with national mass, premium, specialty and food retailers.
- A manager with growth potential and the ability to take on even greater responsibilities.

RELATIONSHIPS

Reports to: EMEA MD, dotted line report to VP of Global Marketing

Key Relationships: Works closely with EMEA MD, EMEA Sales Team, EMEA Supply Team, US Marketing, Customer Marketing, Creative, Finance and Supply Teams, creative services outside agencies, EMEA Retailers and Distributors and other third parties in the beauty industry.