

Paris Presents

INCORPORATED

POSITION SPECIFICATION

MARKETING ASSISTANT - REAL TECHNIQUES

COMPANY

Paris Presents Incorporated is an entrepreneurial, privately held / venture capital backed company that creates and distributes strong brands of makeup tools and body care accessories in over 60 countries. This is a high-growth, beauty business with a focus on exceptional quality products at affordable prices developed through innovation and on-trend design. Paris Presents has a very fast paced culture, with the senior management team coming from major CPG companies and having strong records of growing businesses. The company is over 70 years old, with annual revenues of over \$225MM and continues to grow rapidly. The company has also 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 by Body Image®. 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. Since its launch in 2011, Real Techniques 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. Body Benefits is the number one brand in bath accessories with distribution at key retailers such as Walmart.

POSITION SUMMARY

Reporting to the Brand Manager, the Marketing Assistant - Real Techniques will support this profitable business by implementing marketing programs, performing business & retailer analysis, conducting competitive research and managing all facets of the product lifecycle. Paris Presents is a face-paced, collaborative, and entrepreneurial environment. The successful candidate will possess a can-do attitude, the ability to remain flexible in an ever-changing environment, and the ability to work across diverse teams.

MAJOR RESPONSIBILITIES INCLUDE:

- Product management
- Project and timeline management
- Perform competitive analysis with syndicated and point-of-sale data
- Write package copy for new and existing products
- Conduct financial analyses
- Conduct program analyses
- Develop sales support materials
- Assist in all aspects of product commercialization
- Assist in trade show organization and setup
- Work with agencies
- Lead accessories QC
- Coordinate responses to consumer inquiries
- All other duties as deemed fit by management
- Organize & manage consumer target immersions

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IDEAL CANDIDATE WILL POSSESS:

- Bachelor's degree (BA/BS)
- Experience working in Microsoft Office Suite, including Word, Excel and PowerPoint
- Strong and clear written and verbal communication, including presenting to executives
- Data analysis in Excel with the ability to draw conclusions
- Keen understanding of social platforms existing and emerging
- Common sense problem-solving
- Great multi-tasker
- Detail-orientated, organized, and error-free
- Efficient and able to prioritize under deadlines
- Project management experience but on a smaller scale
- Independent, self-motivated, and able to "own" projects
- Curious about consumer and retail with a high interest in the beauty industry
- Possess a strong leadership competency
- Team player with a positive attitude
- Can adapt to PPI culture with an entrepreneurial spirit and can-do attitude

RELATIONSHIPS

Reports to: Brand Manager
Manages: No direct reports
Key Relationships: Works closely with cross functional teams, in particular with Brand, Sales, IT, Product Development, Supply Chain, and outside agencies