

## Retail Marketing Manager Japan

### Role Purpose

The purpose of the Retail Marketing Manager is to drive and align the Retail Marketing Strategy and organization to deliver the KPI targets which significantly upgrade the brand perception and the consumer's shopping experience in line with the Global Retail and Brand strategies.

The purpose of the Retail Marketing function is to develop, drive and execute the best in class consumer experience across product, service, navigation and consumer experience which in turns delivers commercial success for UPT, VPT (Unit per transaction / Value per transaction) , Conversion, Footfall and other financial criteria as agreed in common alignment with the commercial teams.

### Organization and key relationships

The Retail Marketing Manager reports to the Senior Channel Marketing Manager. It manages a team of 4 Retail Marketing Specialists. The role takes full accountability of Central Strategy Development and deployment of tools as well as local implementation.

Apart from team and direct manager, the Retail Marketing Manager works closely with a number of functions and people across and outside the organization. These include:

- The Brand & Marketing Teams
- The Global Retail Department
- The Global e-commerce Department
- The Global Head of Store Design and team
- Country Retail & Marketing Teams
- Country and Regional Sales Operations
- Agencies

### Areas of responsibility

- Develop and implement creative, industry leading environmental marketing plans for retail which support the overall Brand marketing **strategy**
- Develop window campaign for retail, in conjunction with agency input
- Manage projects and processes from brief sign-off to implementation ensuring increased sell in/ out performance and brand equity consistency in the retail environment
- Develop impactful and efficient Marketing programs and tools to improve the brand presence and perception at the point of sale in the Japan Market
- Leads the implementation of in-store communication activities to ensure consistency of the Global image in relation to the visual guidelines at Retail and Wholesale
- Develop and implement consumer focused programs and techniques to positively impact the consumer shopping behavior/experience during key campaigns and selling periods
- Create and maintain powerful cross-functional relationships with the Sales & Brand Marketing teams allowing for a collaborative approach to the execution of the Marketing Plans and a joint accountability to central plan.
- Track retail KPI's and create a **system** to share campaign executions and evaluations with key stakeholders
- Strengthen the Retail Marketing team **structure** to increase efficiency when cooperating with country and in-house stakeholders (brand marketing and merchandising, , sales e-commerce)
- Delivers - in close collaboration with Retail Teams, VM and store design – industry leading shopping experience strategies and content which is aligned with the Global Brand Vision inclusive but not exclusive of store fit, fixtures, VM principles, display and navigation systems etc.

- Drives the necessary **skills** and tools for **staff** incentives, training, and conversion plans.
- Develop a highly efficient team structure with entrepreneurial thinking aligned to the overall Brand Vision which is consumer focused and sales driven.
- Drive inspiration and performance via a collaborative **leadership style** that encourages initiatives and motivates the team to deliver best results aligned with the corporate **shared values** of honesty and trust.

### Measures of success

The Retail Marketing Manager will be measured on his/her ability to:

- Deliver creative, commercially viable and impactful seasonal retail marketing plans ensuring increased sell in/ out performance
- Reinforce brand image and reputation by presenting Triumph in visually appealing, coherent way in the retail marketplace
- Provide key learnings to the business through diligent program evaluation and data analysis
- Monitor best practices from the competition and extract key learnings
- Monitor and report Retail Marketing & Cost Center budget on a monthly basis. Be positioned to readily identify spent and committed status
- Create innovative and well implemented Retail Marketing Campaigns and tactics which drives footfall, increases revenue and delivers both UPT and VPT incremental
- Can work efficiently with agencies to create window and instore display systems which set the benchmark in the Intimate Apparel industry and are catered across various levels of retail distribution
- Can work proactively with both online and offline sales partners to deliver a holistic retail experience to our target consumer

### Requirements

- Minimum of 6-8 years' experience in retail marketing
- Proven track record in Retail Marketing Plans and Campaigns
- Functional excellence in Retail Marketing and Consumer Journey
- Experience in female / beauty / apparel business is a bonus
- Strong balance of financial and commercial acumen with the need to drive the brand equity at no expense
- Background in working both country (local) level and HQ (central) level
- Strong people development skills
- Excellent drive, judgement and creative insights.
- Proven ability to lead complex and multi-functional teams
- Ability to inspire via strong presentation and communication skills
- Japanese essential/ English Business Level /