



Triumph is one of the world's largest intimate apparel companies. It enjoys a presence in over 120 countries with the core brands Triumph® and sloggi®. Globally, the company serves 40,000 wholesale customers and sells its products in 3,600 controlled points of sale as well as via several own online shops. The Triumph Group is a member of the Business Social Compliance Initiative (BSCI).

Learn more about Triumph on:

www.triumph.com

www.linkedin.com/company/triumph-international/

Our Global Marketing department at our office in Bad Zurzach (Switzerland) is looking immediately for a highly motivated

Global Brand Content Manager (f/m) (100 %)

The purpose of the Global Brand Content Manager role is to design and maintain all assets, related to Global Brand look and feel. This would include short- and long-term marketing material as photography, models, Brand CI and Assets. You will be also accountable to communicate the Campaign strategy across the Brand Marketing organizations in Europe, Asia and Japan as needed and ensure cohesive implementation throughout all regions.

Roles & Responsibilities:

- Design, develop and drive Triumph Global Marketing Campaigns which continue to support consumer focused opportunities and sources of profitable growth
- Continuously develop and drive the Brand positioning and values across the regions
- Jointly with Brand Marketing Managers develop an operating system framework to ensure that the Brand Marketing strategy and guiding principles of the Triumph Business Unit are embedded and supported across Europe, Asia and Japan
- Role model the skills for the Regional Brand Marketing Organization across 7 core competencies, leadership principles and functional brand marketing competencies including Long-term Brand media strategies, annual marketing planning, development of seasonal photoshoot planning, development of seasonal media buying strategies
- Engage the broader organization of country Brand Marketing, respect culture and develop unique management style of each country and provides a continuous stream of brand marketing talent to the company
- Drive and lead internal and external agencies to develop regional marketing programs
- Collaborate with the key marketing staff functions including Digital marketing, Brand communication, Retail Marketing, Brand merchandising, Brand Creative, Store design to ensure that we are consistently delivering against the Service Leader Corporate proposition via efficient processes, reduced time to market and engaging and inspiring shopping experiences linked across all touchpoints for our consumers
- Develop global planned marketing campaign concepts which provide consistent brand experience of Triumph via translation of situation analysis, brand equity study, media and



consumer trends to actionable insights that contribute to the localization of the global marketing strategy

- Utilise exceptional understanding of the female clothing and Marketing business units to provide insights and deliver competitive advantages and economies of scale for Brand Marketing Triumph
- Jointly establish and foster a collaborative, inspiring and energetic leadership style that promotes initiative and entrepreneurial thinking in line with the corporate shared values of honesty and trust
- Fully manage the Global Campaign Production Budget to ensure efficient allocation of funds across initiatives in line with the country by country sales development outlook and provide budget spending allocation on country level across consumer touchpoints

Your ideal profile:

- University degree
- Min. 8 years of professional experience gained in multiregional (Europe and Asia) roles within female/beauty/apparel business
- Min. 4 years in Senior Brand Marketing Management roles
- Previous team management experience is a must
- Solid campaign production experience is a must
- Background in working at both HQ and Country level is preferred
- Additional marketing management experience is a plus
- Strategic thinking and creative minds, ability to understand commercial environments
- Experience with strategies & concept development, media strategies development, media-neutral planning, integrated brand marketing planning, media setting KPIs and tracking ROIs
- Experience with high-caliber agency management and agency processes
- Excellent drive, judgment, creative insights and understanding of branded aesthetics
- Proactive, practical, hands-on approach and attention to details
- Excellent presentation, communication and influencing skills
- Proficiency in English, any other language is a plus

We offer an opportunity in a fast-paced organization which gives those looking for a challenge the possibility to grow with the company and shape the future.

We are a family owned company with strong values, operating at a global level with key markets in Germany, Japan and China - where our iconic brands, Sloggi and Triumph, continue to delight our consumers.

Triumph Group is committed to employing a diverse workforce. Qualified applicants will receive consideration without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, gender expression, veteran status, or disability.

If you are seeking a great opportunity to develop your career, please send us your application letter and CV in English, diplomas and expected salary range by clicking on Apply.