

# LALIQUE BEAUTY



Lalique Group is a niche player in the creation, development, marketing and global distribution of luxury goods. Its business areas comprise perfumes, cosmetics, crystal, jewelry, high-end furniture and living accessories, along with art, gastronomy and hospitality as well as single malt whisky. Lalique Beauty is a business division of Lalique Group and specializes in the creation, management, manufacturing and distribution of high-quality perfume and cosmetic brands in niche segments.

To strengthen our international Marketing Team and to support the Global Head of Marketing, we are recruiting a

## Brand Manager

The Brand Manager drives the annual Marketing plan and ensures achievement of the objectives set by the Brand strategy. Lead the creation and development of new product launches and existing ones, as well as related launching activities.

### **Responsibilities:**

- Develops marketing strategies and tactics for existing and new products
- Introduces new products and develops new lines to address marketing opportunities, based on market trends and competitors best practices
- Defines concept, name, positioning...of novelties aligned with brand's strategies and equity
- Initiates and leads packaging development in collaboration with the purchasing department
- Develops, manages, and executes marketing programs and point of sale marketing tools
- Responsible for ongoing brand and activities performance and analysis. Provides recommendations for changes and improvements
- Analyses market trends, potential consumer's needs and competitive brand users. Generates new ways of thinking and ideas to nourish the brands territories
- Together with the Sales team, ensures efficient products and Marketing activities implementation and follow up
- Develops and manages brand budget within corporate processes and procedures.
- Participates in key customers and sales presentations.
- Leads internal and external marketing resources to develop new products and execute Marketing activities.
- Creates, develops and implement new themes/ promotional concepts at Retail (windows, in-store podiums, consumer incentives...)
- Leads digital Marketing activities and provide Marketing content to the Creative Development Digital Team and follow timelines and budget
- Coordinates with the countries the implementation of digital Marketing and Retail Marketing activities and monitor results
- Ensures a smooth and efficient working relationship with our license partner

### **Qualifications:**

- 4 to 5 year experience in Marketing development, Retail Marketing competencies is a plus
- Bachelors or university degree
- Experience in the Cosmetic & Fragrance field

### **Lalique Beauty SA**

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043 499 45 00  
[www.lalique-group.com](http://www.lalique-group.com)

# LALIQUE BEAUTY

- Creative, imaginative, high sensitivity to trends
- Motivated and passionate
- Strategic agility
- Integrity and trust
- Learning on the fly
- Strong coordination skills
- Team Player
- Deadline-oriented
- Flexible and open to changing environments
- Ability to work independently
- Bilingual German and English, french is a plus
- Good PC skills and familiar with Word, Excel, PowerPoint, etc...

**We offer:**

- An attractive business environment and working atmosphere in the heart of Zurich
- Varied and independent work in a dynamic international environment

If this position matches your profile and career goals, we would love to get to know you!

We look forward to receiving your full application (motivation letter, CV, references) by e-mail to:  
[hr@lalique-group.com](mailto:hr@lalique-group.com)

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