

Our group is one of the worldwide leaders in high luxury skincare. Our products are renowned for their scientific expertise and their unparalleled commitment to quality and perfection. La Prairie stands for a unique combination of advanced science, sumptuous formulas, rare ingredients and attention to the details of luxury. La Prairie Group AG is 100% owned by Beiersdorf AG, Hamburg (Germany) since 1990.

For our Global Marketing Team with seat in Volketswil ZH we are looking for a

Global Trade Marketing Manager

In this interesting position you support the brand marketing activity to ensure that the 360 action plans follows an efficient business model. You interact closely with the Regions, and the key focus markets, to be constantly abreast of their needs, to share best practices and inspire the Global Development Marketing team. You work closely with the Marketing Development team to make sure that the overall promotional activity strengthens the marketing plan.

Responsibilities

Regions-efficiency of business model

- is the point of contact for the Regions on their daily activity and the markets directly
- defines KPIs to monitor efficiency of business model and compares them and shares best practices amongst Regions, Markets and Global and animates a bi-yearly overall feedback of market watch on competitive activity
 - gathers the marketing plans from focus markets
 - gathers and analyses most striking activities (in-store events, digital ...) to fuel the thinking for La Prairie own action plans
- develops if need be specific requests to support Regional initiatives within the Global frame
- fuels the Global Marketing team with the insight from markets on their daily business
- organizes yearly meetings with key focus markets
- leads task forces on specific projects , e.g. tracking Chinese customers WW along their customer journey

Sampling – Assortment- support of the core catalogue

- Recommends a full sampling strategy and works closely with Supply Chain to define the most cost-efficient approach, yet consumer-satisfactory, in terms of sampling
- Helps to maintain a clear assortment list of saleable, samples, testers and salon and follows both with Regions and Supply Chain on managing the discontinuations
- Monitors the evolution of the base catalogue

Kits and Gifts

- proposes to the VP Global Marketing a full promotional strategy in line with brand image and growth objectives and develops the promotional calendar to perfectly match the launch calendar as well as support the base catalogue
 - develops the design and content of Kits and Gifts, with Creative and Supply chain
 - develops full 360 campaigns to create some strong in-store events for key promotional customer periods (e.g. Chinese New Year, end year Holiday...) with Visual Merchandising and Digital
- animates the Brand Manager on a yearly program, efficient, business-wise and cost-wise, yet innovative, and followed by the Regions

Translations

- Follows up the implementation of a new process between the brand and the markets to dramatically improve the level of quality of translations
- Will have constant attention to markets feedback and make adjustments if need be
- Oversees the quality of end translations and their timely implementation

Qualification Requirements

- Min of 7 years working experience in a similar function in the luxury skin care industry and holder of a relevant university degree
- Has a good understanding of the different types of retail Internationally : Department Stores (for Asia and US) and European Perfumeries
- Great organisational skills; ability to manage multiple projects in cross-functional collaboration
- Proficient English skills, every other language is an asset
- Creative, innovative person with a good sense of business and an entrepreneurial spirit
- Well structured, good analytical skills and well experienced in project management

Start date: As soon as possible

Location: Industriestrasse 8, 8604 Volketswil, ZH, Switzerland

Interested: If you are interested in this exciting position, please send your full application to: Ms. Andrea Fust, application@laprairiegroup.ch, Ref: Global Trade Marketing Manager

