



Our client is one of the world's leading luxury fashion brands and stands for modern elegance and cool glamour. With around 1,100 points of sale, the company is present in 80 countries worldwide and offers its customers a high-end product portfolio for clothing and accessories. Established throughout North America, Europe, and Asia and supported by 18 national subsidiaries, the group employs more than 1.800 people around the globe. To strengthen their global marketing & communications team in Munich we are looking for an experienced

### **MANAGER CRM & RETAIL MARKETING | WESTERN EUROPE (m/f)**

#### Key Responsibilities:

- Execute seasonal CRM & Marketing campaigns for retail & eCommerce (events, promotions etc.) incl. coordination of partners, suppliers, agencies and stores
- Align, set up and track newsletter campaigns in Salesforce Marketing Cloud
- Monitor and report results of executed campaigns to measure success
- Act as point of contact to retail & outlet stores on local marketing challenges & opportunities, manage CRM/ marketing directives and guidelines to store teams
- Support the implementation and development of the company's CRM tool (Salesforce) incl. execution of relevant trainings to enhance CRM usage across the organization
- Monitor data quality of the customer database and act upon need
- Plan and manage CRM WE budgets under the control of Senior Manager Europe
- Track competitive programs & market trends for best practices

#### Candidate Profile:

- Bachelor's/ Master's degree in Marketing, Business Administrations or related fields
- A few years relevant professional experience with background in the retail industry, ideally fashion
- Experienced with CRM application Salesforce (Marketing Cloud)
- Highly organized, analytical, and detail-oriented
- Hands-on and start-up mentality, creative thinking and problem-solving spirit
- Used to work in an international environment and across functional teams (Retail Operations, VM, IT, Buying, eCommerce, etc.)
- Experience working to tight deadlines
- Fluent written & spoken communication skills in English, German is an advantage
- Willingness to travel (10% of time)