



La Prairie is the leader in luxury skincare, present in 90 countries around the world. Synonymous not only with luxury, the La Prairie name evokes innovation, performance, high-touch service and Swissness — the purity, precision and excellence inherent to the extraordinary land that saw the brand's inception in 1978. La Prairie endeavours to fulfill a quest for timeless beauty through the highest standards of advanced technology combined with exquisite formulations and elegant packaging — elevating science to art.

To complete our Regional EMEA Marketing Team with seat in our headquarters in Volketswil ZH, we are looking for an experienced

## Business Development Manager EMEA

In this role you are building retail marketing and sell-through solutions (concepts and tools) considering all customer journey touch points - online and offline. You also support the marketing strategy build and implementation in the markets.

### Responsibilities

- Implementation of CRM concepts and solutions in EMEA for brand and 3rd parties - systemic offline/online communication and cultivation programs
- Build digital communication concepts - social media and e-communication
- Build retail animation tools for in-store animation, online to offline activation and servicing
- Maintain the regional data capturing tool iPPoS - ensure program upkeep and implementation in the markets
- Design and entertain a Data Lab: building reports and statistics - providing business intelligence for the business development team, markets and business partners
- Challenge the status quo, providing fresh perspectives and innovative ideas to achieve the EMEA marketing objectives

### Qualification Requirements

- University degree in Marketing/Commerce and +5 years' experience in an international marketing position in the cosmetic industry
- ~ 3 years' experience in CRM projects
- ~ 3 years' experience in Digital and Retail Marketing
- Proficient in MS-Office applications
- Strong affinity to data management and program applications
- Excellent organizational skills and ability to manage multiple projects in cross-functional collaboration
- Team player with good communication skills
- Ambitious & communicative personality, customer-focused, structured

**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](mailto:application@laprairiegroup.ch),

Ref.: Business Development Manager EMEA

