

la prairie group

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 endeavors 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.

For the Regional EMEA Team in our Headquarters in Volketswil we are looking for a dynamic

Operational Marketing Manager Distributor Markets EMEA

who works closely with General Manager Distributor Markets EMEA on developing overall business in the respective markets.

Responsibilities

Operational Marketing:

- Drive planning, built & execution of countries' marketing plans in alignment with EMEA Marketing
- Fully manage, analyze, discuss and align marketing budgets with the countries
- Responsible for Launch Follow-Up and the consolidation and sharing best practice thereof
- Responsible for follow-up on PR-clippings/reports/events/execution in accordance with Global PR
- Drive Sampling forecast and strategy
- Analyze Luxury Collections growths and shares
- Drive merchandising process in collaboration with EMEA Merchandising Dpt.
- Drive training priorities and mystery shopping waves with EMEA Training Dpt.

Operational Business:

- Provide feedback on countries to ensure accurate NSE input in collaboration with GM DM ESA
- Manage proof-of-invoice process with Controller DM EMEA
- Follow-up on implementation of agreed Distribution strategy, no of doors, openings/closings incl. new door forms' completion and submission for approval
- Elaborate store visit reports Responsible for marketing input of market visit reports
- Follow-up on market visits on all marketing related topics

Internal:

- Business Review, Pre-Budget & Budget preparation-presentation of "Major Activities" & "Merchandising" parts

Qualifications

- Strong marketing background with min 5-6 years of experience, preferably in selective skin care industry
- Proficient in MS-Office applications – especially excel and power-point
- Proficient English skills, every other language is an asset
- Organized, well-structured, detail-oriented, good at following up, solution- and number-oriented
- Internationally-oriented with strong interpersonal and negotiation skills
- Flexible personality, able to build good relationships but also managing confrontations
- Stress resistant, diplomatic and respectful personality

Starting date: As per agreement

Location: La Prairie Group AG, Industriestrasse 8, 8604 Volketswil

Interested: If you are interested in this exciting opportunity, please send your application to: Ms. Andrea Fust at application@LaPrairieGroup.ch / Ref.: Operational Marketing Manager

