

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.

For our Global Travel Retail (TR) Team located in Volketswil, ZH we are looking for a motivated

Trade Marketing Manager Global TR

In this exciting and responsible position, you take care of the development and implementation of all retail activities in Global TR. Moreover, you improve sales and brand image at our counters by developing concepts to gain new customers to our brand and to enhance their experience. The evaluation, development and implementation of CRM in the TR sector is also part of your area of responsibilities.

Responsibilities

Trade Marketing & Retail Activation:

- Manages, coordinates & implements key trade animations with support of the involved regional teams.
- Defines trade animations and on-counter event concepts, prepares briefings, guides and supports regional teams with implementation
- Initialises and structures feedback from regions to measure implementations and defines measures for further improvements; handles regional requests for operational marketing support and needed tools
- Collects market info and prepares global overview for analysis and best practice sharing

Consumer concepts & CRM:

- Develops concepts to drive customers to our counters and to improve the customer experience at POS
- Supports the implementation of consumer oriented concepts that help the brand and TR to further exploit its potential (i.e. per nationality, age) with current focus on China and Chinese consumers
- Defines required tools and manages the implementation with internal & external partners
- Supports the training/coaching with material for roll-out of these concepts in cooperation with trainers, global coach and retail managers
- Supports the brand to further develop and fine tune customer concepts to be implemented in TR in cooperation with TR Marketing, Education & Retail Managers
- Actively looks for implementation of CRM activities in TR as well as for the establishment of a regular progress reporting

Field Team support

- Manages / supports global TR event organization
- Supports the global TR Retail Coach with the definition and roll-out of new service concepts and experience at POS
- Supports the development of training/education material

Qualifications

- Commercial Degree e.g. in Marketing or similar
- Professional working experience in retail, preferably in the luxury and/or cosmetics industry
- Experienced in events/outpost management in TR as well as on customer journey / international consumer behaviour
- Exceptional organizational skills and ability to manage multiple assignments
- Creative skills and retail orientation; diplomatic skills to enforce guidelines in a friendly manner
- Organised and structured work approach; ability to work conceptually as well as hands on implementing
- Good PC skills, in particular in PowerPoint
- Fluency in English (written and oral), other languages are a plus
- Willingness to travel

Starting date and workload

As soon as possible; as per agreement / 100%

Location:

CH-8604 Volketswil, Zürich

Interested

If you are interested in this exciting opportunity, please send your application to:

Ms. Katharina Bösch / application@LaPrairieGroup.ch / Ref.: Trade Marketing Manager Global TR

www.laprairiegroup.ch

