

Marketing Communications Manager

Sheike • Sydenham NSW 2044

 Base pay
\$0 - \$0

 Work type
Full Time

 Contract type
Not provided

Job details

 Date posted
30 Apr 2021

 Expired On
18 May 2021

 Category
Marketing & Advertising

 Occupation
Marketing Communications

 Base pay
\$0 - \$0

 Work type
Full Time

 Job mode
Permanent

Full job description

SHEIKE are looking for a superstar to join the team as our new Marketing Communications Manager.

You will be responsible for developing, integrating, and executing the brand marketing, social and influencer strategy for the business. This is an incredible opportunity for an driven & passionate individual to bring their expertise to the role and support in building the brand and marketing strategy for the business.

We are looking for someone who is comfortable working in a fast-paced environment and enjoys collaborating with a hard-working team.

KEY RESPONSIBILITES

- Develop, integrate, and drive marketing plans with a focus on brand and acquisition strategies.
- Develop and work with the team to deliver omni-channel brand campaigns, activations, PR outreach and collaborations.
- Ownership across the marketing budget and KPI setting to ensure the business is achieving a positive ROI across marketing initiatives
- Responsible for developing event concepts right through to execution for the total business
- Lead the PR and communications strategy for the organisation, building on a proactive and reactive approach
- Develop and lead the social media strategy, ensuring that content creation is in line with the brand direction.
- Manage and support local area marketing for the SHEIKE retail business
- Take the lead in managing and growing our influencer strategy by building strong relationships with talent and agents
- Build on current and future partnerships across branding and product to drive awareness in market

about you

- 3-5+ years of experience across marketing communication strategy, content creation, Omni-channel experience, at a management level in fashion
- BA in Marketing, Communications or similar relevant field highly regarded
- Strong understanding of budget management and making cost effective decisions to hit the business KPIs
- Experience in developing social media strategies for both brand and commercial ROI
- Experience building out strong PR & communication strategies within the fashion sector
- Natural storyteller, SEO friendly copy writing skills
- Experience managing external agencies to deliver to a brief and budget
- Sense of ownership and pride in your performance and its impact on a company's success
- Critical thinker and problem-solving skills
- Team player
- Strong time-management skills
- Great interpersonal and communication skills