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# Example of Director, Retail Marketing Job Description

Our company is searching for experienced candidates for the position of director, retail marketing. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for director, retail marketing

* Work with Legal and Quality Control depts
* Direct the positioning of Nickelodeon's offering in an effort to clearly communicate and differentiate the company's unique value proposition to top licensee and retail partners
* Lead targeted partner marketing efforts including newsletters, client gifts and premiums, designed to deepen our partner relationships
* Work closely with Nickelodeon’s Marketing, Events and Corporate Communications teams to frame Nickelodeon’s presence in trade press, at industry events and via advertising
* Partner with Director of Ad Sales and Partner Marketing on cross departmental projects in order to streamline efforts and ensure consistency of message
* Responsible for developing annual strategic marketing plans and execution of the business objectives across all retail brands including the development of campaign and creative briefs
* Manage the Marketing Department Budget for the retail brands
* Direction and management of Marketing Managers and Project Managers in successful project development and execution, including budget management of projects, across all retail brands
* Driving design and art direction of new ideas
* Working closely with agencies

## Qualifications for director, retail marketing

* Strong interpersonal and communication skills and ability to work collaboratively with key business partners
* Relevant experience in the beauty category and a strong desire to engage the beauty consumer
* Record of progressive managerial responsibilities and significant accomplishments
* Structured and logical, clearly articulating our strategy to customers, internal employees and all stakeholders
* Authorization to work in the US on an on-going basis
* Excellent creative writing and grammatical skills