



# Example of Director, Retail Marketing Job Description

Powered by [www.VelvetJobs.com](http://www.VelvetJobs.com)

Our innovative and growing company is looking for a 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

- Developing creative briefs and concept prototyping
- Balance multiple roles including hands-on design & art direction, team management and growth, oversight of outside vendors and contract designers
- Organizing, directing, and if necessary, conducting research in order to draw useful conclusions and actionable insights
- Conduct on-going creative reviews within self-managed creative work-stream
- Leads the process of marketing research by defining customer understanding gaps and setting objectives to the MSS and leads key marketing research initiatives
- Stays strategically involved in business decisions
- Develops and manages marketing budget
- Lead the creation of the overall marketing strategy for North America each season with input from Sales and Global Marketing, developing programs that address the needs of Network Salons, Retail Locations, and NY Bb
- Drive increased transactions in Network Salons, Retail Locations, and NY Bb
- Developing a product sampling implementation strategy for Network Salons, Retail Locations, and NY Bb

## Qualifications for director, retail marketing

- Bachelor's degree and a minimum of 7 years relevant retail and licensing experience or an equivalent combination of education and experience

- Fluent in English with excellent oral and written skills
- Marketing experience in a Channel environment across multiple countries WW
- Successful candidates should demonstrate strong strategic Project Management skills and ability to work across multiple streams in a complex and constantly evolving environment