



Example of Director, Retail Marketing Job Description

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Our growing company is hiring for a director, retail marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for director, retail marketing

- Develop and execute the tactical roadmaps/plans, materials, presentations, for assigned product or product lines
- Evaluate the financial aspects of product and services development, such as budgets, expenditures, research and development appropriations and return on investment and profit-loss projections/analysis
- Liaising between Global Marketing, Operational Team and Travel Retailing to ensure all elements are developed and executed in the channel
- Identify and implement the process and procedure for managing the Travel Retail business with the brand and the regional teams
- Responsible for implementing regional marketing calendar and 360 programs, adapting global marketing calendar to meet regional/market needs, develop and guide execution regional/market applied marketing strategies to maximize sales, profitability and market share
- Responsible for the development and execution of all TR exclusive and event activity
- Monitor all program sell thru and provide feedback to the teams
- Manage COG for all brand and Travel exclusive programs
- Research, analyze and monitor mix of business, category trends within the channel to help build a marketing strategy to drive sales
- Partner with Global Demand Planning to ensure proper SKU management and regional offering, correctly weighted product mix and current sales objective are reflected in saleable product forecast, reviews forecasting of

Qualifications for director, retail marketing

- Experience in vertical retailing and/or freestanding store operations and marketing required
- Demonstrated experience leveraging key geographic influencers and comprehensive knowledge of US demographics, media, life styling and customer driver and retention practices
- Strong merchandising skills and proven leader in design and implementation of traffic driving initiatives
- Working knowledge of industry technology and trends
- Strong understanding of Direct Marketing fundamentals and response-driven creative development
- Excellent business acumen and P&L management