



Futures

Senior Brand Marketing Manager – The Bicester Collection

The Brand Engagement team within Central Marketing is the marketing arm of the 'Brand Flagship Team', working alongside Central Retail, Remerchandising and other senior colleagues in the business to:

- Identify and deliver the brand growth strategies
- Finding solutions to create and capture business value
- Serve as the bridge between brands and the business working with Central Retail and Central Remerchandising

Responsibilities

This senior marketing role, within the Brand Engagement team, will primarily focus on:

- **Responsible for account management of a portfolio of central brands to develop and execute their marketing strategy, encouraging greater engagement in our activities (i.e. through annualized plans, consistent with our Marketing Calendar)**
- **Specific focus for the marketing strategy of Current Season's Best sellers working with the SteerCo to drive the marketing for this growth initiative**
- **Partnering with internal Retail and Remerchandising senior teams to create new brand opportunities to deliver the performance / growth agenda of our villages**
- **Deliver world-class product positioning, messaging, launches and activations**
- **Share two-way customer intelligence to help inform and develop product campaigns to optimize further the customer opportunity**

To be successful, you'll have:

- **Extensive experience of managing and leading commercial brand campaign activity**
- **Exceptional relationship building and interpersonal skills – internal and external**
- **Experience in negotiation and networking at high level**



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- **Decisive and collaborative in equal measure**
- **Organised, strong attention to detail, and executional excellence within tight deadlines**
- **Excellent oral and written communication skills, delivering with impact and influence**
- **Demonstrates drive, resilience and flexibility in a fast paced environment**
- **Ability to work in a team environment and autonomously, hands-on profile**

More details and application link available [here](#).