Marketing & Creative Manager

JOB DESCRIPTION
Mara Hoffman is seeking a Manager of Marketing and Creative on the Brand Communications team. This individual will be multi-faceted and versatile, and will thrive working in a fast-paced, highly passionate and creative environment with tight deadlines. This position touches every communication channel of the brand, including web, paid advertising, social media, SMS, and physical activations. Our ideal candidate has experience in digital marketing and editorial strategy, creating and producing marketing assets, is calendar and timeline driven, and knows their way around budgets. The manager will report directly to Creative Director, Mara Hoffman, and manage a Graphic Designer and Brand Communications & PR Coordinator. This position works in tandem with the UX Design Manager.

RESPONSIBILITIES

- Generate ideas around experiential marketing/communication initiatives both internally for brand and externally to promote Mara Hoffman and implement brand marketing strategy to grow brand awareness, drive traffic and maintain consistent brand messaging
- Develop and execute creative content that meets strategic, business and branding objectives across multiple channels including website, emails, SMS, ads, social media, blogs, and marketing
- Build a content calendar and communicate dates and deliverables to key stakeholders around key decisions, project milestones and marketing plans
- Oversee planning and tracking of Department calendar and budget, which includes those for the PR, Marketing and Production initiatives, and coordinate with the buying team
- Photo Shoots:
  - Work on concepting, scheduling, and budgeting through to production on all photo shoots.
  - Work with buyers and creative team to produce and style editorial shoots
- Partner with Ecommerce Team to build a clear view and understanding of the MH target customer and tailor all aspects of the brand marketing program to reflect this
- Liaise with digital marketing agency on strategy and voice of advertising/marketing activations; Based on Ad Performance incorporate feedback and work closely with the Creative Director to refine designs for future assets
- Partner with UX Design Manager to analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies

QUALIFICATIONS

- 5+ years strategic planning experience in a creative environment, fashion preferred
- Proven track record of successfully transforming brand strategy into creative strategy that guides successful in-market work
- A comprehensive knowledge of fashion, including current trends, news, key figures, and market
- Demonstrates a true creative eye and genuine curiosity for innovative opportunities to connect with the target community
- Experience in editorial production
- Strong interest in culture; art, fashion, film, photography, music, etc.
- Technically skilled in the Adobe Creative Suite (including Photoshop, Illustrator, Bridge and InDesign)
- Understanding and/or interest in sustainability, environmental guardianship, and social impact a plus

Mara Hoffman, Inc. is an equal opportunity employer and considers all applicants for employment on the basis of their individual capabilities and qualifications, consistent with applicable law and without regard to race, color, sex, gender identity or expression, age, religion, creed, national origin, citizenship status, sexual orientation, genetic information, physical or mental disability, military status or any other characteristic protected under federal, state or local law. We are committed to having a diverse and broadly trained staff, and welcome and encourage individuals from all communities to apply.