



## **BRAND MARKETING MANAGER**

Charlotte, NC

### **ABOUT THE COMPANY**

Urban Skin Rx is growing! As an extension of our Medspa Urban Skin Solutions, our product brand is a skin care collection for problematic skin issues for darker skin tones sold online and through retail (Target, ULTA Beauty and CVS) in the United States as well as expanding into International Markets. Founded by Rachel Roff, we are melanin experts with 70+ skus currently sold and rapidly growing. We seek to expand our team with a Brand Marketing Manager.

### **POSITION SUMMARY**

Urban Skin Rx is seeking an innovative, entrepreneurial-minded leader to join our company in the role of Brand Marketing Manager. The person in this role will manage all product launches from A to Z, help develop strategy plans, oversee the marketing department calendar, conduct market brand and product research and competitive analysis. This person should have 5+ years marketing experience (preferably beauty/cosmetics or CPG and multi-cultural consumer) and have worked in a brand manager level marketing position for a consumer product company.

## **JOB REQUIREMENTS AND RESPONSIBILITIES**

### **EDUCATION & EXPERIENCE**

- Bachelor's degree in business, marketing or related field
- Minimum 5+ years of experience in a marketing role with a focus on product launches, beauty/cosmetics or CPG and the multi-cultural consumer
- Management experience in ecommerce and digital with a focus on direct to consumer in a growth driven environment and mass/drug retail
- Strong project management and financial budget skills
- Ability to comfortably interface with all levels of team and executive leadership team to communicate cross-functionally in a structured and clear manner
- Strategic, creative and entrepreneurial growth marketer with strong project management skills who can move up and down from strategy to detailed execution
- Logical thinker, able to synthesize knowledge, data and experience to develop and communicate solid conclusions, recommendations and resolve problems



- Highly dynamic thinker, with excellent communication and follow-through skills
- Data-driven combined with creative thinking with the ability to translate data into successful marketing strategies
- Strong desire to be constantly learning about new marketing and product trends and help shape the business growth from the ground up
- Attention to detail and the ability to effectively multi-task in a deadline driven atmosphere
- Must be KPIs and data-driven, capable of connecting them to effective business models
- Strong analytical skills with ability to leverage quantitative and qualitative data to inform decisions and evaluate success

#### **JOB FUNCTIONS & RESPONSIBILITIES**

- Responsibility for brand product launches from A to Z managing all facets of product launches from delivery of comps stage thru to post launch activities (website, social media integration, eblasts, retailer promotions, digital, etc.)
- Be a key contributor and leader for Marketing Communication activities and initiatives: Website/Ecommerce, Product Centric Marketing, Paid Digital Media Centric Marketing, Retail Partnership Marketing Initiatives, Brand awareness, Strategic Partnerships, and all other Advertising
- Strategic vision and product marketing: Market analysis, segmentation, overall messaging and product marketing strategies (pricing and go-to market plans)
- Project manager of brand marketing aspects of the company including graphic design
- Drive testing, reporting, optimization and analysis on channel performance to identify key levers and opportunities for improvements
- Maintain a thorough understanding of current and emerging trends in social media, digital marketing, mobile marketing, technology, beauty/cosmetics and ecommerce
- Define metrics and analyse campaign success, track and forecast user growth and engagement

#### **COMPENSATION & BENEFITS PACKAGE**

- \$80,000+ per year (dependent on experience); with benefits and bonus

#### **EQUAL OPPORTUNITY EMPLOYER**

**Urban Skin Rx** is an equal employment opportunity employer and complies with all applicable laws relating to discrimination against qualified applicants or employees in hiring or in any decision affecting job status, pay, or any other terms and conditions of employment based on



race, color, creed, religion, national origin, sex, marital status, familial status, disability, genetic information, sexual orientation, age, or other applicable protected classes.

**SEND RESUME TO: [BRAD@URBANSKINRX.COM](mailto:BRAD@URBANSKINRX.COM)**