

## ONLINE MARKETING MANAGER

**NET-A-PORTER is an established global Internet retailer of cutting edge luxury fashion labels, relied upon for its exceptional quality of service and eye for the next big thing. With an expanding domestic and global market, and revenues increasing month on month, critical strategic change is on the agenda, in order for us to achieve the objective of dominating our sector as a truly successful force in online retail.**

**We are seeking a Marketing Manager to focus on building the NET-A-PORTER.COM brand in the US market. This role will be pivotal in providing strategic and tactical direction and execution across the Marketing function (online advertising, paid search, affiliates, display ads, social media, email marketing, and events both online and offline). The purpose of the role is to acquire, convert & retain NET-A-PORTER customers and to ensure NET-A-PORTER.COM is a priority shopping destination with luxury fashion consumers.**

*"Net-a-porter has revolutionised the way we buy designer clothes." -Vogue UK*

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### Responsibilities

- Create, implement and oversee the annual marketing plan in conjunction with the Director of AM Marketing including, advertising, paid advertising, affiliates, direct email, direct mail, events, promotions and strategic alliances
- Work with UK teams on strategic direction then work to adjust to US market. Communicate all initiatives back to UK teams
- Assess needs by region and market in order to drive sales through marketing efforts
- Analyze, report and optimize all marketing channels
- Maximize brand exposure and value-add for NET-A-PORTER customer
- Support negotiations of commercial agreements
- Manage media buying agency, including development of media plans, carrying out media buying for all national advertising, and negotiating rates, placement and strategies to utilize added value
- Manage online campaigns in conjunction with online marketing executives and external partners, including creative briefing, implementation and analysis.
- Strategically align all customer touch points, working closely with editorial, creative and marketing teams to ensure that all online marketing activities are in keeping with the brand values and guidelines
- Write creative briefs for internal teams and ad agency
- Manage paid for search activities / search agency, working closely with SEO specialist

- Partner with Buying to strategically plan all mass emails and product focuses
- Project management & delivery of offline Marketing activities, such as direct mail, print and events
- Vendor selection, i.e. mailing house, marketing materials etc
- Investigate & evaluate new partnership opportunities, including strategic charitable partnerships, then launch partnerships and manage their ongoing development
- Manage and optimize existing relationships with all Affiliates and other strategic partners like of Vogue and Harpers Bazaar
- Generate ideas for promotions and campaigns, including launching third party promotions such as competitions, offers and subscription drives
- Provide success metrics and key insights from each promotion

### **Essential Skills & Requirements**

- Significant commercial marketing experience gained in a luxury retail environment.
- Direct experience of paid search engine marketing, email marketing, affiliate programs, online advertising and running promotions.
- Solid experience of leading and managing a team.
- Proven ability to work to stringent deadlines
- Strong commercial acumen
- Experience of working in a fast-moving entrepreneurial environment with competing deadlines and priorities
- Highly organized and exceptional planning capabilities

#### Desirable Skills:

- Good Microsoft Excel skills
- Proven experience in Online Marketing
- People management experience

#### Abilities/ personality:

- Ability to think clearly and calmly when faced with issues or problems
  - Ability to cope well with the demands of a rapidly growing company.
  - Excellent work and customer care ethos
  - Willingness to go the extra mile
  - Self motivated, uses initiative
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**Location:** Long Island City, NY 11101

Please note, this position will be moving to New York City in summer 2011 and you will be required to work from there.

**To Apply**

Please send us an updated CV/Resume (including examples of relevant previous work) and a cover letter explaining why you feel you are suited to NET-A-PORTER and this role. These should be emailed to [jobs@net-a-porter.com](mailto:jobs@net-a-porter.com)

**EOE M/F/D/V. Qualified females and minorities are encouraged to apply.**

**NO RECRUITMENT AGENCIES PLEASE**