

Product Marketing Assistant - US

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.

As such we are looking for a highly commercial individual to join our Product Marketing team to ensure that every click on the site leads to relevant & in-stock product. You will also be responsible for ensuring that all products are impeccably merchandised on the site and across all relevant marketing channels, enabling cross selling opportunities to be optimised so that our fashion-savvy customer sees the latest pieces perfectly presented. Sitting in the marketing team you will liaise closely with the retail and creative departments. This is a newly created role based in the New York office, reporting to our Product Marketing Manager based in London.

".. a dot com with a finely tuned agenda, to bring you the most talked about labels of the moment," I.D. magazine

"..the slickest high-fashion magazine-style website" Sunday Times Style, U.K.

Responsibilities:

- Take ownership for all Marketing Content Management System promotional tools
- Drive incremental sales through proactive onsite merchandising & cross selling
- Ongoing management of 'Wear It With's'
- Work closely with the Marketing team, selecting all product imagery for non-editorial & promotional activities (social media platforms, emails, landing pages & events etc as required)
- Build, monitor and analyse reports to effectively track which products require promotion
- Constant monitoring of onsite product presentation / bug troubleshooting
- Identify ways to enhance in-house systems

Essential Skills & Requirements:

- Highly commercially aware, with creative flair and love of the luxury fashion industry
- Customer focused, with the ability to think globally
- Highly computer literate, preferably with knowledge of retail back office systems
- Highly developed communication and interpersonal skills, with the ability and confidence to liaise at all levels
- Flexible, proactive and open to change
- Ability to identify problems, demonstrate use of initiative and implement appropriate solutions
- Proven ability to see a task through to the end
- A keen eye for detail both with quantitative and qualitative data
- Excellent work ethos and good timekeeping
- Ability to work well as part of a team under pressure

Location

Long Island City, New York.

To Apply

Please email us an updated CV and a cover letter explaining why you feel you are suited to the role to jobs@net-a-porter.com you will be expected to provide at least two recent work references.

NO AGENCIES PLEASE