

Title: Marketing Director

Reports to:

CEO & COO

Summary of Position Requirements

Royal Imex is rapidly innovating to evolve and define the future state of our customers' (Beauty Supply Stores: Retailers) needs and purchasing. With some of the brightest minds in technology, merchandising, marketing, supply chain, talent and more, we are reimagining the intersection of digital and on-site shopping to help achieve that mission. You will be a strategic partner to the retail sales team, owning the go-to-market-sales strategy, building and executing innovative marketing plans based on your deep understanding of our customer's needs and purchasing missions.

You will be responsible for developing, evolving, and executing the marketing vision and strategy on the company. You will work together with the Retail Sales Team, Purchasing Team as well as R & D team and the internal media PR teams to implement marketing initiatives that will drive the rapidly expanding and evolving category.

In this highly cross-functional role you will report to COO for the Everyday Living business and lead a team focused on growing our base of active customers. Your ultimate goals will be to increase Market Share of the Products developed by Royal Imex and awareness of its loyal & valued customers.

About Who We Look for: These are Very Important for us to be able to see on You

- You're a born marketer. You're a seasoned marketer with deep knowledge of and passion for retail & ecommerce. You have a proven track record of managing a high performing marketing function, delivering on revenue and customer targets.
- You have a bias for action. You love to take risks and enjoy working collaboratively to create a vision and then execute on that vision.
- You thrive on understanding what makes people tick. You have a deep understanding of various marketing levers and how to use them to drive growth and profitability in ecommerce. You have a creative eye, can write a killer creative brief, and know a winning ad campaign when you see it. You live and breathe marketing and can go from chatting about media plans to partnerships to brand strategy to site experience in one conversation.
- You love data. You could spend hours getting lost in a spreadsheet, and can turn your analysis into tangible insights and strategies (and then implement them).
- You are curious and ambitious. You are never satisfied with the status quo and are constantly looking to learn, grow, and innovate.
- You're a flexible team player. You have great business sense and know when to trust your gut. You're customer obsessed.

Primary Duties and Responsibilities *Marketing strategy*

- Partner with retail sales team to develop and implement the long-term strategy
- Develop a 12-month marketing plan to deliver on awareness, customer acquisition and retention KPIs
- Partner with COO, to forecast revenue and track ongoing deployment of budget
- Oversee implementation of campaigns across all channels (owned, paid and earned)
- Partner with internal agency (paid media) to design and implement Direct Response approach
- Partner with search team to increase SEO visibility

- Working together with the Sales, R & D & Logistics teams of customer retention, build outstanding lifecycle marketing tactics for on-boarding, retention and win-back segments
- Supervising and leading Graphic design & Website and SNS marketing team
- Track and share key marketing and business KPIs (traffic, conversion, revenue, ROI & etc.), providing insights for fast decision making by the retail and media teams
- Establish and maintain expert knowledge of the latest innovations and opportunities impacting the marketing landscape for all departments working together
- Develop a deep understanding of consumer habits (online and offline) and act as an internal advocate for innovative solutions and marketing campaigns that will acquire and retain the best customers
- Monitor campaign performance and using data, continuously optimize them
- Build a high performing marketing team, that is seen as a strong strategic partner to both the retail organization and the cross-functional teams (internal media agency, creative and product teams, etc.)
- Manage and mentor team of category marketing managers & assistant managers

Minimum Requirements:

- 10+ years relevant experience in B2B or/and B2C Retail or/and E-commerce marketing. Beauty expertise preferred.
- Experience in both direct response and brand marketing. Knowledge of marketing disciplines: acquisition, retention, brand, media, creative, content, product marketing and partnerships.
- Proven leadership and people development skills, as well as experience working and influencing cross functionally.
- Expertise in leveraging digital marketing, social, mobile, and new media to engage customers and transform brand and customer experience.
- Proven ability to work with data to understand and analyze performance, optimize plans, make quick decisions and measure impact to the business.
- Excellent communication and presentation skills, with a high attention to detail.
- Sharp creative eye, experience testing and learning messaging and creative.
- Risk-taker, comfortable in fast-paced environment; go-getter, capable of managing multiple projects, priorities.
- Knowledge of and interest in ecommerce customer behavior, retail, and fashion in particular.
- BA/BS degree with strong academic record. MBA is a Big plus.
- MUST be excellent in writing, understanding & speaking of Korean

Benefits: Health Insurance. Free Lunch. Paid Vacation & Paid Sick Days. Performance Incentive.

FLSA Status: Exempt

Royal Imex, Inc. is an equal opportunity employer and will not tolerate discrimination in employment on the basis of race, color, age, sex, sexual orientation, gender identity or expression, religion, disability, ethnicity, national origin, marital status, protected veteran status, genetic information, or any other legally protected classification or status.

Please visit our website of www.zuryhollywood.com to find out more in detail about the company and send your resume to Daniel@royalimex.com with the cover letter and write the applying position & desired yearly salary.