

nada debs

MARKETING MANAGER

INTRODUCTION

This is an exciting new full-time position within Nada Debs' design studio. It is a senior role, reporting only to the Creative Director, with scope to develop the position and define its parameters over time. It is a strategic and creative with the mission to define and develop the Nada Debs brand locally and internationally.

THE OPPORTUNITY

The position of Marketing Manager is to oversee the narrative direction of the studio with and on behalf of the Creative Director. The role requires creative energy and an understanding of the context in order to clearly define the brand message and its appropriate expression in different ways. The responsibility is to understand how the small decisions fit into the big picture of the studio and its brand narrative.

ROLES & RESPONSIBILITIES

This is a role that revolves around inspiration, creativity and communication. Key responsibilities include but are not limited to the following:

Brand Leadership:

- Oversee the brand's vision and strategy.
- Ensure consistent messaging across the studio, gallery, and employees.

Marketing Strategy:

- Develop a marketing plan aligned with the business objectives, including budgeting and key performance indicators (KPIs).
- Manage the annual event calendar, including collaborations and exhibitions.
- Create event concepts that align with the brand's narrative.
- Develop marketing plans and communication strategies for product launches and key initiatives.
- Continuously analyze the competitive landscape and consumer trends.

Retail Oversight:

- Manage retail concessions and establish guidelines for pop-ups and shop-in-shops globally.
- Supervise retail communications.

Communication Strategy:

- Assist in top-level communication strategies to effectively reach the target audience.
- Maximize brand exposure through events, news, collaborations, and product launches.
- Manage the company's digital platforms, including the website, newsletter, Instagram, and Facebook.
- Maintain ongoing communication with press and influencers to identify opportunities and enhance brand exposure.

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WHAT WE ARE SEEKING

This role requires an imaginative, open minded and creative individual. We are seeking a strong character fit with solid human values as much as professional credentials.

We expect candidates will have over 5-8 years of professional experience working in the creative industries, preferably with some of that time in a luxury brand environment. Previous experience does not have to be limited to the field of product or interior design, though sound interest in and understanding of the industries is vital.

Candidates must have a good understanding of what constitutes a successful brand, how it is put together, how it is maintained and how it develops. They must be aware and interested in the international landscape. We want the candidate to bring their own creative experience to the position, and to understand how they can add to the qualities at the heart of the Nada Debs brand. We are excited at the prospect of being pushed in different ways to new heights. It is important that the candidate is self-motivated and has great initiative as a leader in a studio.

We are looking for a candidate with a grounded understanding of how creativity and business work together. An eye for detail is vital. Similarly, it is important that the candidate understands how detail fits together to create an overarching big picture. We are seeking someone who can make decisions, who can manage people effectively, authoritatively and in a human manner. It is important that the candidate is professional and personal, someone with passion and common sense in equal measure.

LOCATION

Beirut, Lebanon

SALARY

This will command a competitive salary with excellent benefits, based on the experience of the successful candidate.