

The Landquart Fashion Outlet is the successful Premium Outlet Village in Graubünden with over 160 international fashion and lifestyle brands. We offer our guests an exceptional shopping experience and our teams a varied, interesting and enriching working environment. For our center management we are looking for a

Marketing Director 100% (m/w)

KEY RESPONSIBILITIES:

- Create a cohesive marketing strategy (online & offline)
- Manage the marketing budget with a holistic to improving performance
- Regularly analyze market information from the impact of special events to market trends
- Develop and coordinate all local communication activities and events
- Manage PR agency and work with them to obtain well-placed, high quality earned content in targeted media
- Develop joint cross-marketing initiatives with third parties
- Cross functional collaboration, lead and partner with the other team leaders to ensure that overall LFO initiatives are supported and fully integrated
- Leadership by a team of four direct employees
- Manage and supports direct reports to develop and to help to achieve their targets and strategies

WHAT YOU NEED:

- Marketing or Business studies qualification, educated to degree level (Masters, MBA desirable)
- Proven experience in a similar role, e.g. agency environment, or publishing world - ideally with experience of retail-marketing and brand building
- Extensive experience in media and PR
- In-depth knowledge of and affinity for premium products
- Commercial understanding of retail and retail marketing
- Strong leadership and management skills
- Fluent in English and German

Have we awakened your interest?

We look forward to receiving your application, stating the possible starting date and your salary expectations **in english**:

Aleksandra Perz and Cora Presser

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