

## **Eminence Organic Skin Care Marketing Manager**

### **How to Apply**

Please send a cover letter and resume to [careers@eminenceorganics.com](mailto:careers@eminenceorganics.com) with 'Marketing Manager' in the subject line of the email.

For more information on Eminence Organic Skin Care, visit our website [www.eminenceorganics.com](http://www.eminenceorganics.com), Facebook Page [www.facebook.com/EminenceOrganicSkinCare](https://www.facebook.com/EminenceOrganicSkinCare) and YouTube Page [www.youtube.com/user/eminenceorganics](https://www.youtube.com/user/eminenceorganics).

### **The Application**

**\*Update on Friday, March 15<sup>th</sup>, 2019 screening & interviews are in process, however, applications submitted immediately are still welcomed and considered.**

*Competitive Salary, Bonuses, Extended Health Benefits, Wellness Program, Product Discounts and Green Transportation Incentives*

**Location:** West Broadway & Cambie, Vancouver, Canada at Eminence's Central Office

### **Our Products**

Eminence Organic Skin Care provides premium products and unparalleled service to leading salons, spas and beauty professionals. Pioneer of the organic skin care movement, Eminence Organics combines more than half a century of herbal craftsmanship and innovation with Hungarian-inspired healing to offer results-oriented treatments. All of our products use only the freshest ingredients known to nature without harming animals or using any harsh chemicals - we pick only premium quality ingredients to craft natural, organic and Biodynamic<sup>®</sup> skin care that is good for the earth and good for the skin. Every ounce of our products receives personal attention throughout production and packaging.

Eminence Organics cares about the environment and integrates sustainable practices into every part of our business including planting a tree for every product that we sell through our [Forests For The Future](#) initiative.

### **Our Company**

Eminence Organic Skin Care is the leading name in the field of Organic Skin Care. Eminence Organics is renowned as the most unique and effective line of natural skin care products on the market today. Eminence Organic Skin Care has been voted by skin care professionals as "Favorite Skin Care Line" and "Favorite Product Education", both for ten years in a row, as well as "Favorite All-Natural Line" for eight years in a row and is considered #1 for skin care results in the natural & organic spa industry. Additionally, Eminence Organic Skin Care has won multiple ["Best of the Best" readers' choice awards](#) for the best skin care products available, awards that are the most unbiased, prestigious honours given in the industry today.

Eminence Organics has also won multiple Environmental Awards & is a [Certified B Corporation](#)<sup>®</sup>, recognizing the sustainable farming & green practices we use to create our products as well as recognizing the progressive people practices we exemplify in supporting our team-members.

Since the arrival of Eminence Organics in North America, our business has experienced tremendous growth in every major market in North America and has created distribution channels in over 60 countries.

Currently with over 300 team-members worldwide and with thousands of dedicated and loyal spa and salon business partners, Eminence Organics has products which touch millions of faces and bodies across North America and throughout the world each year. Our charitable initiatives, including the [Eminence Kids Foundation](#), impact thousands of lives each year.

### **Our Core Values**

Extraordinary Service, Infectious Enthusiasm, Sincere Respect, Supportive Teamplay, Proactive Reliability, Passionate Dedication.

**Role Summary**

The Marketing Manager is responsible for leading and managing marketing initiatives (with the exception of Public Relations) including the delivery to market of product launches. This includes working with the Product Development, Sales, Digital Marketing and Customer Education teams to ensure Customer satisfaction, product launch buy-in and overall revenue goals are met. The Marketing Manager's role includes prioritizing marketing initiatives and resources, ensuring that all marketing efforts support Eminence's overall strategy and goals. The Marketing Manager will work with the Director of Marketing & Communications, Creative Services Manager, Public Relations Manager and cross-functional teams to develop innovative ideas to leverage our brand and promote our product(s).

**Reporting and Peer Relationships**

The Marketing Manager reports directly to the Director of Marketing & Communications and works closely with team-members from Public Relations, Digital Marketing, Product Development, Supply Chain, Sales and other parts of the organization, as well as with everyone on the Marketing team. The Marketing Manager oversees and motivates a dynamic team including Project Managers, and any outsourced contractors. The Marketing Manager assists, where needed, in the support and leadership of Public Relations, Advertising, Tradeshows and other events and/or special projects.

**Roles and Responsibilities**

Duties and responsibilities include, but are not limited to:

**Product Launch Management**

- Review and approve the Project Plans and Critical Paths for all new product launches. Ensure throughout the project that critical timelines are adhered to and proper planning has been completed
- Ensure clear and accurate communication is provided throughout the organization regarding the launch of new products as appropriate — this should include key deliverables, milestone dates and the company's Go-to-Market strategy
- Provide regular status reports to the Director of Marketing & Communications, highlighting any pending risks or issues affecting the successful delivery of the launch
- Act as the escalation point to resolve issues that arise at any point in the launch process
- Sign-off on marketing deliverables for product launches including, but not limited to, componentry artwork and labels, print materials, product catalog additions, training materials, retail packaging
- Ensure that product launches are delivered on-time and as per the project scope

**Non-Product Launch and other Marketing Initiatives**

- Assign a Project Manager to each project based on understanding of project objectives, priorities, timelines and capacity
- Work with the Marketing Coordinator to assign tasks for ad-hoc requests
- Review and approve Project Plans and/or Creative Briefs for non-launch related marketing projects
- Prepare a business case for any new projects that require the approval of Division Leaders
- Maintain overall understanding of project activities and report on project status for Weekly Operations and Monthly Planning meetings as required
- Drive and participate in project meetings as necessary
- Provide direction and decision making based on knowledge of implications or impact on other current or future organizational initiatives
- Ensure the use of brand assets and the adherence to brand standards across all project initiatives
- Ensure consistency of brand tone and voice and strategic alignment of project communications to all appropriate internal and external audiences

**Digital Marketing**

- Ensure continuity between print and digital by reviewing the Eminence website and providing new or updated content as required
- Work with the Digital Content Marketing Manager to monitor and manage the digital lifecycle of marketing content on the Eminence website
- Work with the Director of Digital Experience to ensure the digital marketing deliverables are representative of our larger Go-to-Market strategy for launches and promotions

**Marketing Operations**

- Maintain an active Marketing projects dashboard and monitor the overall activities within Marketing
- Conduct project debriefs, including driving the 5-week post-launch touch-base with key stakeholders
- Ensure lessons learned and project successes are documented
- Ensure Standard Operating Procedures are created and maintained for functional tasks within Marketing
- Participate in ongoing discussions regarding marketing processes, resources and methodology including analysis of the effectiveness of marketing efforts
- Establish a comprehensive, efficient, and focused process for reporting on Marketing performance against business performance metrics
- Build, promote, implement and evaluate tools and materials for Marketing including formal policies and procedures
- Ensure the Marketing team shares knowledge through tools (including project management software such as Asana) and best practices

**Human Resources, Leadership & Management**

- Track quarterly and annual bonuses for direct reports
- Supervise the daily/weekly/monthly workload and coach/train direct reports, team members and contractors
- Assist in the attraction and selection of new Marketing team-members
- Prepare and conduct annual performance reviews for direct reports
- Discuss performance issues promptly with direct reports and supportively manage the performance improvement process

**Meetings**

- Hold a weekly 1-1 meeting with the Director of Marketing & Communications
- Hold regular 1-1 meetings with each direct report
- Attend weekly Product Development meetings
- Attend Product Planning meetings
- Attend and assist with the Eminence Annual Business Conference
- Attend and/or lead other meetings as required

**Performance Expectations**

- Exemplify Eminence Organics' core values
- Maintain exceptional relationships with all Eminence Organics' Customers (both internal and external), vendors and partners
- Keep commitments and meet deadlines
- Demonstrate passionate work ethic with desire for achieving individual and collective goals
- Willing to work extra hours during busy periods and when requested

**Experience Required**

- Post-Secondary degree or diploma in Marketing or related field
- 5+ years of experience in Marketing together with the potential and mindset required to continue learning
- 3+ years of experience managing teams
- Comfortable working with numbers, metrics and processing data in spreadsheets
- Up-to-date with the latest marketing trends and best practices
- Demonstrated experience in process improvement and systems implementation
- Project Management experience preferred
- Corporate Communications experience an asset
- Skin care industry experience an asset
- Experience working in brand management an asset
- Demonstrated experience in Brand Governance an asset
- Experience in the Spa and/or Health & Beauty industry an asset
- Experience in Product Launch Management (concepting through to SKU Rationalization) with consumer package goods an asset
- Sales and/or Customer service experience an asset

**Skills Required**

- Exceptional written/oral communication and project management skills
- Highly developed and demonstrated teamwork skills
- Ability to lead in a fast paced, changing environment with shifting priorities
- Ability to coordinate the efforts of large teams
- Demonstrated ability to increase productivity and continuously improve methods, approaches, and departmental contribution
- Commitment to continuous learning
- Ability to think creatively and innovatively
- Ability to exercise professional judgment and discretion
- Effective problem solving and decision-making skills
- Effective time management, multi-tasking, organizational and leadership ability
- Excellent communication and interpersonal skills
- Exemplary attention to detail
- Computer skills (especially MS Word, Outlook, PowerPoint, intermediate to advanced Excel)