



Hawaii Division – Senior Manager, Consumer Marketing

DFS Hawaii is currently hiring for a Senior Manager, Consumer Marketing for our T-Galleria in beautiful Waikiki Hawaii location!

Part of LVMH Group (Moët Hennessy Louis Vuitton), DFS (www.dfs.com) is the world's leading luxury retailer catering to the traveling public, with stores spanning the globe from Honolulu, Los Angeles, New York to Asia, India and Italy. We offer our customers a carefully curated selection of exceptional products from over 700 of the world's leading brands across four categories: Fashion and Accessories, Beauty and Fragrances, Watches and Jewelry, Food and Gifts, and Wine and Spirits.

BENEFITS:

- Competitive Pay
- Generous Store Discount
- Knowledge & Skills Trainings
- Medical, dental & additional coverage
- 401K with Company Matching
- Career Development Opportunities
- And much more!

Purpose & Objective of Role:

To manage all division consumer facing and internal Marketing collateral and communication efforts to reinforce the brand message of DFS Galleria stores. It is a key objective of the position to prioritize, execute and follow through with the global marketing strategy and guidance, while developing and implementing the division marketing strategy with all aspects of PR/communication/digital/promotion/event to build brand awareness, increase traffic and repeat visiting in the destination market. The Consumer Marketing Division Senior Manager will work closely with global creative team, retail marketing, category marketing teams, and other marketing teams to ensure consistent and accurate customer proposition messages and innovative designs that match DFS's high level of luxury standards, and are executed in an effective and timely manner.

Primary Job Responsibilities and Duties:

- Working closely with Corporate Marketing team and Division Operational teams, develop the division marketing strategy based on specific business goals, global marketing strategy, local market environment, and consumer insights.
- Control and maintain marketing calendar for all events, projects, and deadlines for the division. Assure that marketing calendar and activities remain focused on strategy and business objectives and activities/timing are coordinated to maximize efficiency and ROI.
- Communicate and maintain alignment with internal teams while engaging and managing external vendors to drive all marketing initiatives in divisions, including but not limited to PR, media, local events, in-store events, promotions and partnership activities.
- Develop and deliver briefs for Global Creative Team, and ensure that projects are completed within timelines and budgets.
- Ensure that content is accurate and complies with marketing and corporate communication guidelines across all marketing materials and collateral.
- Work with pre-departure team to create marketing campaigns that engage travelers by leveraging touch points from home country trip planning and point of origin.
- Serve as brand representative in the local market, ensuring the right brand message is delivered to the right targets, through the right channels at the right time.



- Work with the Corporate Marketing team to implement marketing KPIs, analyze and evaluate the effectiveness of marketing methods, channels, costs, and results with a focus on tracking performance and adjusting marketing program execution as required.
- Develop bottom up budget and marketing activities plan on yearly basis.
- Monitor and control budget.

Position Requirements:

- BA in Business, Marketing or Commerce, MBA is a plus.
- 5+ years in consumer-focused marketing area: Fashion, FMCG, Beauty, Retail or Luxury industry.
- Excellent communication skills in English and Cantonese, knowing Mandarin would be an advantage.
- Possess sound knowledge of marketing practices, concepts and reach to FIT markets.
- Good knowledge of Travel Retail Industry.
- Demonstrate excellent organizational and interpersonal skills, and able to deliver results.
- Strong leadership skills, sharp, independent, and initiatives, able to seize opportunities and take action.
- Proficiency in MS Microsoft Office (Excel, Word, PowerPoint, Access, Outlook), familiarity with social media

Please email your resume to jobs@dfs.com. To view the current list of career opportunities for all DFS Hawaii locations and for immediate consideration, you may apply directly at www.apply.atdfs.com