



JOB POSTING

MARKETING REGIONAL LIAISONS SPECIALIST (JAPAN) – GUCCI

Schedule: Full time
Location: Milan, Italy

Stop just dreaming. Start dream-making with us!

Gucci is a one-of-a-kind place in which to express yourself, being who you are. A place where your unique talents are empowered. Read on to find out more!

We are looking for an enthusiastic and motivated person to join our **Global Brand & Customer Engagement department (MarComms)**.

The candidate will report directly into the Marketing Regional Liaisons Manager (MRLM) and they will be required to provide support to help achieve quarterly and yearly goals. They will have access to both quanti-qualitative key information to help develop and coordinate global/regional and tactical **Product Marketing campaigns**, for all Gucci product categories and **Cross functional Marketing Projects for Japan**.

Their insightful contribution will help expand and ensure consistency across all marketing channels acting as a **key liaison between corporate and region** on several complex projects communicating and collaborating effectively across teams and various levels of the organization.

Responsibilities:

- Product Marketing campaigns strategic planning together with MRLM – all categories for Japan;
- Support MRLM in setting goals and levers for each PM campaign (long term planning vs tactical short-term activations);
- Support MRLM in the development of weekly/seasonal calendars summarizing key activations across platforms (being the point person for designated counterparts across teams & departments);
- Build and manage strategic project timelines for Japan, identifying and communicating key milestones and deliverables, collaborating cross functionally to ensure timelines are upheld;
- Support the growth plans and marketing strategies for Japan;
- Align all marketing efforts to measurable KPI's that support overarching business goals;
- Ensure cross-functional synergy with all departments on a global level and build and coordinate strong cross-functional local connections;
- Adapt and execute regional launch plans locally to build a strong and disruptive presence in Japan, followed by an in-depth qualitative and quantitative post-launch analysis;
- Adapt marketing calendar based on local timelines, needs, and strategies;
- Plan updates and sharing with key stakeholders within MarComms Dpt at a Global and Regional Level;



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- Pivot the sharing of key market updates, trends and cultural backgrounds;
- Support MRLM in cross-department alignments at a Global and Regional Level;
- Support MRLM in maintaining a punctual and efficient alignment between HQ and Regional teams to enhance MarComms strategic planning and campaigns roll-out consistency;
- International mindset: understand the market's specificities and help adapt PM strategies to local needs and priorities.

Personal requirements:

- Enthusiastic individual, open minded and sociable, keen on working and relating with people in a dynamic and international environment;
- Strong flexibility and adaptability vs different referents, contexts and time zones;
- Strong motivation and ability to achieve goals;
- 360-view approach.

Professional requirements:

- Experience and/or background in Marketing & Communication preferred;
- Native Level of Japanese and very good knowledge of English language – both written and spoken, knowledge of Italian is a plus;
- Understanding of luxury / fashion industry;
- Regional experience/multi-country exposure is a plus;
- Stay up to date with local current and modern fashion trends;
- Strong communication and presentation skills;
- Capable of performing under pressure and guaranteeing qualitative outcomes delivery;
- Fully informed on market trends ranging from: art, culture, fashion trends, social media, celebrity and entertainment business;
- Good understanding of the full picture guaranteeing attention to details;
- Excellent computer skills and very good knowledge of MS Office applications - Excel and PowerPoint in particular.

Gucci is made of people who are diverse, talented and unique. You're invited to come and show us the Dream-maker that you are.

**Please send CVs to info@icpn.it
with mail subject 'Application ICPN x Gucci – Japan'**