

## **Director Marketing Services**

RG Barry, one of North America's leading developers and marketers of great accessories brands and fashionable, solution-oriented products that make life better, is seeking a Director of Marketing Services, who will be based in our suburban Columbus, Ohio, corporate offices.

The Director of Marketing Services will champion the creation of and adherence to the best practices in trade and consumer marketing while directing our marketing department in its support of our expanding portfolio of accessories brands -- Dearfoams® slippers, Foot Petals® premium insoles and baggallini® handbags and travel accessories.

This position reports to the Senior Vice President Creative Services and will:

- Lead the Marketing team in the strategic development and execution of the Company's brands' marketing programs.
- Work with Brand Unit Presidents and Brand Managers to develop and implement short- and long-range marketing objectives, strategies and tactics to maximize sales and consumer awareness for key brands and new products.
- Support all brands both in an advisory capacity, and as the creator and maintainer of "best practices" within marketing – the in-house expert in "concepting," creating and executing brand specific marketing (from research through brand positioning to maximizing customer and consumer engagement).
- Direct the services of external agencies such as advertising agencies, research firms, promotion/ PR/ publicity agencies to develop creative programs consistent with brand strategies, and all within approved budget parameters.
- Work with product, sales, visual design and agencies to assess needs and develop brand consistent collateral materials, visuals, and packaging presentations.
- Understand and manage the work flow process within a marketing and creative environment, and maximize speed/quality/cost issues.
- Work with Brand Managers to develop and present marketing initiatives and account-specific marketing plans for key customers, management and field sales.
- Be responsible for all corporate marketing initiatives for the R.G. Barry brand.

- Conduct research, identification and analysis of market segments, market trends and consumer insights and purchase dynamics.
- Assist in the development of annual financial plan for each major brand, as well as managing the marketing department's annual operating plan.
- Create marketing analytics and leverage market data about existing and prospective customers, creating new opportunities.
- Take responsibility for marketing operations – the alignment of marketing with sales, product and finance. This person will be responsible for: market research and insights, competitive set research, market potential and normalization, sales pipeline, segmentation strategies and opportunity formulation.
- Develop and coach team members for maximum growth.

Requirements include:

- BS or MS/MBA with a concentration in marketing preferred.
- Minimum 5-8 years' experience with consumer packaged goods products preferably in wholesale apparel or accessories.
- Experience in both trade and consumer marketing a plus.
- Working understanding of a holistic "multichannel" marketing model and its various brand touch points – advertising, promotion, pr/publicity, in-store, social media, etc.
- Retail marketing and/or agency experience a plus.

The successful candidate must have strong administrative, organizational, communication and computers skills; experience in managing internal and external creative teams / vendors; experience managing established brands, and developing new brands, a plus; and ability to work on multiple projects for multiple brand and stay true to the DNA of each brand.

Among the leadership attributes we measure and value are: a strong character with the high level of integrity and the competency necessary to inspire trust and confidence in others; a sense of purpose through applied thought and analysis; the ability to translate corporate and brand objectives and strategies into actionable contributions by your team members; the ability to develop systems and processes that support effective work, maximize the talent of individuals,

and lead to consistent successful execution; the acceptance of change; and the ability to work within and outside the organization to achieve optimum effectiveness and efficiency.

RG Barry operates in an exhilarating, high-performing team environment that is also casual and fun. If you are looking for an amazing career challenge with a growing organization that strives for excellence in all things; encourages creative thinking and intelligent risk taking; cares about and is involved in the community; and acts only with the highest of ethical standards, we're waiting to hear from you.

We offer a competitive salary and benefits package. For consideration, please send your resume with salary requirements to:

**R.G. Barry Corporation**

Attn: HR

13405 Yarmouth Dr.

Pickerington, OH 43147

Fax: 614-729-7283

Email: [resumes@rgbarry.com](mailto:resumes@rgbarry.com)

Equal Opportunity Employer

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