



Director of Business Development and Marketing

Title: Director of Business Development and Marketing
Department: Marketing

Job Description:

JAKE was founded in 2012 as a workshop amongst two friends, and today is a leading upstart San Francisco design house of modern luxury apparel and lifestyle collections. The prominence of the JAKE brand is attributed to the unique combination of the *classic* and *modern* with a *defiant twist*. By mixing traditions firmly rooted in the classic, hard tailoring of clothesmaking with bold personality and design, our commitment to superior product quality and the customer experience is unparalleled. JAKE gives clients what they never knew they wanted by enhancing their wardrobe and lifestyle.

At JAKE, we bring together strong, collaborative people in a culture of high energy, mutual respect, support, accountability, and passion for the brand and product. Our goal is to offer an inspirational and modern workplace that allows for exceptional talent to lead and to thrive.

Primary Purpose:

As part of the Marketing Team, this position leads the Company's Marketing, Communication, and Business Development initiatives. The Director of Business Development and Marketing is responsible for developing, executing and reporting all marketing and communications initiatives for the three channels of business (Retail, Wholesale and Online) as well as business development initiatives which may fall both within and outside of the three primary business channels.

This Director of Business Development and Marketing is also responsible for providing brand leadership, strategy and growth within multiple channels of the business. The primary areas of responsibility include: customer, sales channel growth, and media strategy for the brand and founder personalities, media activities and communications/PR outreach, social media strategic communications and marketing, advertising (print and digital), and sales Promotions & Communications, Direct Marketing + Communications, E-Marketing and In-Store Events. The position will also focus on brand growth opportunities and optimizing marketing budget spend to drive sales and market share within the Retail, Wholesale and Outlet channels.

This person is also someone who is capable of driving success and leading a team with a wide range of diverse responsibilities. This person needs to be able to easily work across teams and effectively communicate between different departments of the organization. Ideally this person will have 10-15+ years of experience within the marketing, fashion, and/or applicable business development roles within key industries,

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and can juggle long term and short term deadlines to maximum sales, media, and marketing opportunities.

Key Roles and Responsibilities:

- Develop and drive the annual sales growth strategy across multiple sales channels combined with integrated marketing; constantly reviewing KPI's and working with stakeholders and team members
- Responsible for assisting in the development of a annual and multi-year strategic plans to grow retail stores, retail partnerships, and related sales channels with the COO
- Develop a business plan and sales strategy that ensures attainment of sales growth goals in addition to raising marketplace awareness of JAKE's products and capabilities
- Manage and grow multimillion dollar business development and marketing opportunities using a wide range of tactics to ensure a full pipeline of opportunities
- Represent the business in potential partnerships and development of new business leads and spearhead opportunities alongside the COO across wholesale, retail, and other temporary marketing and sales opportunities while adhering to budget and company guidelines
- Create annual marketing and communications budgets and KPIs.
- Monitors external and internal environment for development of new market segments and assists in developing go-to-market plans
- Responsible for all marketing and communications strategy including marketing and communications copy and press releases including editing and finalizing for approval by Creative Director.
- Align event strategy to business and marketing initiatives as well as opportunities to build brand loyalty and drive incremental sales
- Develop competitive intelligence around local marketing initiatives and in-store events and recommend new tactics that align with brand positioning.
- Develop, maintain and grow strong local, regional, and national media contacts.

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- Identify and execute public relations and communication initiatives and programs that meet brand, channel, category and launch specific objectives to maximize sales opportunities, drive traffic and conversion in partnership with Retail, and Wholesale leadership.
- Work with management to create new revenue driven in-store events and out of store pop-ups to attract new clients, engage existing clients and deliver brand enhancing touch points.
- Create, deliver and analyze monthly business development, marketing and public relation reports to management.
- Assist and represent the company at various promotional events, networking events, and promotional tables, acting as a brand ambassador and representing the company in a positive refreshing demeanor..
- Performs market research and analysis and Implements the recommendations of the strategic marketing plan.
- Demonstrates knowledge of and supports mission, vision, value statements, standards, policies and procedures, operating instructions, confidentiality standards, and the code of ethical behavior.
- Execute additional tasks and duties across the cross-functional departments and teams as needed based on business and management needs.

Position Requirements:

- Bachelor's Degree with a minimum 10+ years of Public Relations, Communications, Marketing, Retail Marketing and Trade Marketing with focus on luxury/high-end offerings.
- Strong sense of style and trends of luxury lifestyle goods, luxury retail, and brand development within the industry.
- Highly engaged in the fashion and lifestyle world; continually up on news and developments within in the industry, Company locations and future Company locations.
- Significant experience working with cross-functional internal and external in addition to high level national and international clients
- Proven experience in developing comprehensive marketing and communication strategy plans

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- Highly organized with the ability to juggle multiple priorities while working in a fast-paced environment.
- Strong leadership skills and a high degree of initiative.
- Excellent written and verbal communication skills.
- Travel to vendors/partners/contacts when required.
- Proven commitment to build and foster relationships.
- Great sense of humor and willingness to laugh at yourself.

Disclosure:

This Company is an equal opportunity and affirmative action employer and who pride itself on hiring and developing the best people. All employment decisions (including recruitment, hiring, promotion, compensation, transfer, training, discipline and termination) are based on the applicant's or employee's qualifications as they relate to the requirements of the position under consideration. These decisions are made without regard to age, sex, sexual orientation, gender identity, genetic characteristics, race, color, creed, religion, ethnicity, national origin, alienage, citizenship, disability, marital status, military status, pregnancy, or any other legally-recognized protected basis prohibited by applicable law.