

Brand/ Marketing Manager

Encoreship - Job Description



ABOUT THE ROLE

The Brand/Marketing Encorer will inform & bring to life the Alpha-H brand strategy with a focus on driving Alpha-H's monthly campaign calendar. This dynamic role will develop and implement the omnichannel marketing program to support product and brand messages delivering brand awareness, trial, endorsement, and broader business objectives.

Working cross-functionally with Digital, E-commerce, Education, Sales, Operations, and Innovation global teams, you will develop marketing and communications strategies to educate and inspire product usage and lead implementation across all channels.

Location	Melbourne
Reports to	Global Brand Manager
Direct Reports	Nil
RESPONSIBILITIES	MEASUREMENTS
Develop and execute 360-degree marketing campaigns	Meet and exceed campaign commercial KPI's
Trade marketing and content package to support then new product across key customers	Support programs full executed across each strategic customer
Product content creation	Cohesive, impactful and engaging content aligned with brand guidelines
Media, PR and partnerships plan	Visibility and brand buzz KPI's
Campaign tracking and evaluation	Accurate collation of data and shared with key stakeholders

ABOUT YOU

- You have a passion for skincare, innovation, and building brands.
- You embody our core Alpha values of Authenticity, Adaptability, Attitude, Ask, Awareness and A-Team
- You enjoy a fast pace, high-growth entrepreneurial environment.
- Customer obsessed and insight-based decision-maker.
- University qualification in marketing/communications or another discipline with transferable skills
- You have an understanding/experience of brand management and the retail industry will be highly regarded.
- Sound knowledge/experience of social media platforms.
- Ability to build, foster and nurture business relationships
- Self-directed, highly motivated, reliable

ABOUT US

Think of us as a 25-year-old start-up! Sustainably made on Australia's Gold Coast, Alpha-H is the gold standard in clinically proven, results-driven, corrective skincare. With a fiercely loyal following garnered from our cult range of AHA-based powerful Liquid Gold skincare, Alpha-H's mission is to transform and advocate for your skin and safeguard its health and vitality for life.

As a company founded by a woman (Michelle Doherty) striving to transform her life and skin to our present-day – a team comprised of over 70% women – our femininity is our strength, our resilience, our reason for being. We are a brand created for all people regardless of gender, with a philanthropic focus on female grassroots charities and our community of resilient, female Alpha's.

The Encoreship initiative coincides with the roll-out of 'Alpha Women', more than a campaign, it includes a philanthropic partnership with Support the Girls. Our mission is to empower women through Action and Advocacy.