

## **Birkenstock USA, LP**

### **Senior Manager, Creative Services**

At Birkenstock USA, LP, our business is a reflection of who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business is a reflection of what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us. Our mission is to deliver happiness and satisfaction.

In order to provide quality products and services, we need quality people. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and a positive attitude.

**Job Title:** Senior Manager, Creative Services

**Position Location:** Novato, CA

Note: Relocation and any associated costs are the sole responsibility of the person hired for the position.

#### **Overview**

The Senior Manager, Creative Services position is responsible for Birkenstock's brand image development and delivery throughout the region. This vital role provides support and direction across Birkenstock marketing efforts with emphasis on brand image asset creation and management as well as content alignment with our internal business units.

#### **Responsibilities**

- Owns the Creative Services function.
- Owns the seasonal brief process that goes to creative partners (in-house agency and external resources as needed) to deliver market-right / brand-right / product-right creative.
- Develops forward looking creative assets to support key accounts and special projects across a wide range of target consumers.
- Collaborates with Corporate partners on seasonal lifestyle photo shoots, still life product images and seasonal studio shoots
- Supports image/signage needs at Birkenstock retail locations.
- Coordination and integration with Corporate HQ and Birkenstock Digital to ensure alignment with content calendar and overall Brand vision.
- Manages production.
- Manages the Digital Asset Library.
- Ensures market relevancy and global brand standards are met at all times.
- Owns communications and asset support to partners (Distributors and Subsidiaries).
- Collaborates with stakeholders to make sure market needs are met.
- Performs other duties as assigned.

#### **Position Requirements/Qualifications**

- Personal passion for fashion/lifestyle consumer brands.
- Curiosity to learn from, share and apply new brand marketing programming.
- Proactive orientation to continually bring new ideas and techniques

- Bachelor's degree (B.A. / B.S.) from a four-year college or university in Marketing, Design or related field; 7-10 years related experience and, or training; or equivalent combination of education and experience.
- Moderate travel may be required including international travel, trade shows, retailer visits, seminars, special events, vendor visits, etc.
- 5 years of focused experience in consumer brand marketing, either in-house or agency, strong creative background.
- Deep understanding of creative process.
- Demonstrated experience communicating detailed creative needs including styling direction.
- Retail exposure and consumer brand experience is required. Footwear experience is a plus.
- Experience within an e-commerce environment.
- Knowledge of Database Software, Internet Software, MS Excel, Word, Outlook, Adobe Suite, Photoshop, InDesign and Basecamp.
- Leadership, people, vendor and project management skills and experience.
- Excellent interpersonal, communication, and time management skills are crucial.
- Self-motivated, proactive and solution oriented.
- Effective communications skills across all functions and levels of personnel.
- Good judgment and discretion; ability to handle multiple priorities simultaneously, meet deadlines, and handle work-related stress is required.
- Ability to occasionally lift and, or move up to 20 pounds.

If interested, please send cover letter and resume to [mhoessl@birkenstockusa.com](mailto:mhoessl@birkenstockusa.com). Subject line should list "Senior Manager, Creative Services".

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.