Brand Marketing Associate, Women's

Department: Marketing
City: New York
State/Province: New York
Location: United States

Pay Range:
The pay range for this job is $62000 - $90000 annually; actual pay is dependent on experience and geographic location.

Benefits:
Base pay is only one part of our employee value proposition, which includes a robust benefits package, above-market time off, flexible working arrangements, incentive compensation, where applicable, and varied learning opportunities.

Company Description:
Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of premium lifestyle products in five categories: apparel, accessories, home, fragrances, and hospitality. For more than 50 years, Ralph Lauren's reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets. The Company's brand names, which include Ralph Lauren, Ralph Lauren Collection, Ralph Lauren Purple Label, Polo Ralph Lauren, Double RL, Lauren Ralph Lauren, Polo Ralph Lauren Children, Chaps, among others, constitute one of the world's most widely recognized families of consumer brands.

At Ralph Lauren, we unite and inspire the communities within our company as well as those in which we serve by amplifying voices and perspectives to create a culture of belonging, ensuring inclusion, and fairness for all. We foster a culture of inclusion through: Talent, Education & Communication, Employee Groups and Celebration.

Position Overview:
The Marketing Associate will play a pivotal role in supporting the Womenswear Global Brand Marketing team, specifically focusing on Polo Women's in addition to supporting Lauren Ralph Lauren & Collection brands as needed. This position will contribute to the development and execution of global marketing campaigns. The primary objective is to assist in elevating the Ralph Lauren brand worldwide, ultimately driving sales across womenswear categories.

Essential Duties & Responsibilities Strategic Support:

· Research and analyze market trends, consumer insights, and competitor activity for womenswear segments

· Assist in developing marketing strategies and tactics that align with brand objectives and target audience preferences

· Provide support in the creation of marketing plans, including timelines, budgets, and resource allocation

Creative Collaboration:

· Contribute to the development of creative concepts for marketing campaigns that are on-brand, impactful, and relevant to the target audiences

· Assist in managing the creative briefing process, ensuring clear communication and efficient workflow

· Collaborate with cross-functional teams (design, merchandising, agency, etc.) to ensure alignment and effective execution of campaigns

Campaign Execution:

· Provide detailed support in briefing agencies on campaign objectives, target audience, and key messaging

· Oversee the creation and execution of shot lists, ensuring alignment with creative concepts and campaign goals

· Partner closely with cross-functional teams (design, merchandising, PR, media, events, digital, etc.) to plan and support effective execution of campaigns

Operational Execution:

· Assist in project management, tracking key milestones, and ensuring timely delivery of marketing deliverables

· Provide administrative support for marketing campaigns, including budget tracking, invoicing, and reporting

· Coordinate with regional teams to ensure consistent implementation of marketing initiatives

Communication and Coordination:

· Create and maintain operational documents, such as launch plans, run-of-show, and messaging hierarchy documents

· Update global marketing calendars to ensure accuracy and alignment

· Deliver comprehensive campaign recaps, including key results, learnings, and recommendations

· Coordinate with cross-functional teams to ensure effective communication and collaboration

Analysis and Reporting:

· Track and analyze campaign performance metrics to measure effectiveness and identify areas for improvement.

· Prepare reports and presentations summarizing key findings and recommendations

· Assist in the development of post-campaign analysis and learnings

Experience, Skills & Knowledge:

· Experience in marketing, communications, or a related field.

· Preferred: Professional experience in fashion, digital marketing, or agency work.

· Strong understanding of marketing principles and strategies.

· Excellent written and verbal communication skills, including the ability to produce content for senior presentations.

· Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and Mac applications (Outlook, Keynote).

· Experience with digital marketing tools and platforms, in-depth understanding of new media and the digital landscape.

· Strong team player, self-starter, collaborative, diplomatic, and solution-oriented.

· Ability to think proactively, prioritize multiple projects, and meet deadlines.

· Strong follow-through with attention to detail.

· Genuine understanding of the Ralph Lauren brand.

· Demonstrate a keen interest in and understanding of the women's fashion market and competitive landscape.

· Ability to work independently and as part of a team.

· Strong organizational skills.

· Diplomatic and solution-oriented with the ability to navigate a matrixed and multi-stakeholder organization.

Ralph Lauren will consider for employment qualified applicants with arrest or conviction records in a manner consistent with the requirements of the law, including any applicable fair chance laws.