



[Ralph Lauren](#)

Brand Planning Assistant, Lauren

About the job

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.

The Assistant Brand Planner, Lauren Brand, Handbags and Small Leathergoods is responsible for driving Performance by focusing on maximizing top line sales and margin expansion through metrics-driven decision making and action; To prepare analytical insights to contribute to development of key performance targets and long-term global brand strategy; Analyze global sales and partner with Merchandising to develop SKU plans, and preparation of strategy presentations and documents for Regional partners.

- Analyze the business on an on-going basis to understand core drivers; identify opportunities and risks for respective category and partner with merchandising to respond appropriately
- Support end to end planning process (super season kick-off, design plans, adoption summary, sales meeting summary and post market recap) in partnership with Planning team.
- Recap post seasons best sellers and identify shifts in business

- Analyze/identify opportunities to improve commonality & SKU efficiency
- In partnership with Merchandising, support the development of the Global Seasonal Category Strategy
- Leverage these learnings to improve on-going decision-making

Salary range: \$24.04 - \$42.79 hourly

Experience, Skills & Knowledge

- Strong analytical and problem solving skills
- Previous planning or buying experience is a plus, including understanding of planning systems
- Proficiency in Projecting & Forecasting: budget, sales and margin analysis
- Knowledge of Financial Modeling and Statistics: landed cost, scenario building, data analysis
- Proficiency in Supply Chain & Production: country of origin, customs, deliveries, sourcing, fabrics
- Proficiency in Business Risk Management: currency/forex risk, macro economics, competition
- Excellent cross-cultural, cross divisional, cross functional communication and partnering skills
- Global mindset and understanding
- Strong Influencing skills
- Excellent presentation skills
- Ability to prioritize and multi-task
- Excellent Microsoft Office knowledge; Advanced Excel skills
- Detail and solution oriented
- Team Player

<https://www.linkedin.com/jobs/view/4054497987/?refId=5289a75a-d072-4261-b6b1-17c9847e426b&trackingId=vp%2Fei7g7SZOMjlg08SF8vg%3D%3D>