



OFFICINE PANERAI
FIRENZE 1860

Panerai is a high-end status sports watch brand that operates in a niche segment, fully exploiting its values of belonging that allow Panerai owners to feel part of an exclusive club.

The fundamental values of Panerai are based on history and the sea world, authenticity, exclusivity and rarity, product identity, Italian design and Swiss technology.

Purpose

Develop and implement marketing strategy for the Brand at worldwide level: advertising, publishing, digital & webmarketing, training, trade marketing, corporate identity and contents, intellectual property, keeping strong relationships with the local teams

Responsibilities

Marketing Strategy & Plans

- Develop and deliver presentations and mktg strategies to the Brand CEO
- Design, implement and facilitate annual marketing plan for the Brand
- Develop the marketing strategy, based on business knowledge
- Develop and implement new marketing projects
- Propose new solutions and highlight business opportunities

Marketing budget

Follow the sales budget and consolidation, all marketing investments (ADV, events, ...)

Support development and supervision of regional marketing budgets

Communication

Define, in accordance with CEO and with Press & P.R. department the communication plan

Manage marketing department

Supervise Web Manager, Marketing Manager, Advertising & Media Manager

Coordinate: Publishing team, Training Specialist, Contents Coordinator and Trade Marketing Specialist

Manage the performance of the team through constant support and performance appraisal

Profile

Degree in BA and/or Marketing

Excellent knowledge of mktg strategies to develop at international level

Effective communication skills both oral and written.

Entrepreneurial with hands on approach towards business

Minimum 4/6 years marketing experience in a structured and multinational environment

3 years of experience at director level

Italian, English and French (as a plus)

Ability to oversee projects from origin through execution

Able to work in dynamic and multicultural environment

Sensibility to luxury products, especially regarding watchmaking

Creative and proactive

Type of Position

Permanent

Work Location

Italy - Milan

Contact

Should you wish to apply, simply click the "Apply" button above. We look forward to hearing from you.

Our employees are part of a global family working in a fair, open and trusted environment. It is important for us to ensure that new employees joining the Group have a strong commitment to our shared values.

We therefore reserve the right to ask all candidates in the final stages of recruitment to undergo a pre-employment screening. Our approach to pre-employment screening is based on the principles of transparency, mutual respect and is conducted in line with all applicable regulations.