High-end Ready-to-Wear & Accessories Company
for Men’s & Women’s
(over 300 million euros in annual turnover worldwide)

is seeking a

Global Head of Marketing & Communication
(Chief Marketing Officer)

Status: Reporting to the Group President, the Candidate is a member of the Group’s core management team. Reporting into this position are approximately 20 staff.

Mission: Developing the Marketing/Communication function at Group level is critical for the future growth of the company, renowned for its’ Design, Manufacturing and Distribution. A top Marketing/Communication talent is thus essential to build brand image in an innovative way, via differentiation and story-telling.

Responsible for defining and implementing the global marketing strategy for the brand in order to build the brand image, the incumbent will use all levers of the Marketing/Communication function to reach this goal, and will manage 6 departments:

- Marketing/Communication (print, digital, product, and corporate)
- Visual Merchandising
- Press/Public Relations/Special Events
- Media Planning/Buying
- Art Direction/Image
- Architecture/Store design

Candidate Profile

Education : Higher education, University or Management College (MBA or equivalent)
Experience : Qualified Candidates will possess strong Chinese roots (mother tongue Mandarin), speak fluent English, demonstrate strong leadership skills and have gained an expert knowledge of the Chinese market and business practices. It is of key importance that the Candidate will have already lived in Europe and worked in a senior level marketing/communication position, ideally in the Fashion and Luxury sector or alternatively at HQ level in China, possibly even within advertising agencies if they have worked for successful brands in Greater China with a major retail footprint. With 10-15 years Marketing/Communication experience in senior positions (SVP or CMO level), gained in high-end fashion brand (premium or luxury) headquarters, the Candidate will be innovative in building and differentiating the brand image, thanks to his/her high level of expertise in Fashion branding and communication strategy. The Candidate will possess an in-depth knowledge of all components of the Marketing/Communication functions (print, digital, product, and corporate), Visual Merchandising, Public Relations, Press, Edition, Events Management and Media Planning/Buying. His/her creative and innovative talent, which will allow him/her to impulse a new approach and develop a story telling that will speak to the customer while promoting the company’s values notably in sustainability, will be based on a strong artistic sense and a high aesthetic sensitivity. A hands-on profile with a strategic mind, they will combine vision and pragmatism.

Place of work : Greater China

Please send your application in English (quoting reference 1241) to cv@sterling-conseil.com