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JOB TITLE: Manager or Director of Brand Management (depending on experience)
HOURS: Full-time, 40 per week
REPORTS TO: Vice President, Brand Management
LOCATION: New York, NY (Manhattan)

Michael Antonio Footwear Group (MAFG) markets fast-fashion women's footwear to customers throughout the US and internationally under the Michael Antonio label. Frequently featured on runways at NY, Miami, and LA Fashion Weeks and in the pages of *Elle*, *Glamour*, *Lucky*, and *Essence*, for its sexy and modern designs, Michael Antonio shoes are quickly becoming a favorite of fashion-forward women worldwide.

Job Description

This position will be primarily engaged in the planning, development, and execution of marketing programs to maximize the growth potential for the Michael Antonio brand and to drive sales for our retailers. In addition, as the Company's primary NY showroom representative, you will also be required to manage and maintain all aspects of the showroom.

Responsibilities include but are not limited to:

- Develop, implement and execute annual strategic marketing plan that is aligned with company vision and brand strategy.
- Perform market research and analysis to develop brand-building activities, and marketing and sales materials that will increase brand awareness and sales for each of MAFG's product labels and lines.
- Partner and follow the lead of VP of Sales to help manage and meet key account marketing and sales needs.
- Develop, nourish, and maximize new and existing designer/stylists, editor, retail customer and end consumer relationships.
- Manage and coordinate MAFG's attendance at 15+ industry trade shows per year.
- Determine market-specific trade show strategies that are consistent with our brand and corporate objectives.
- Collect data and prepare reports that measure the effectiveness of all marketing activities.
- Develop internal and external communications that help educate retailers and consumers about the brand.
- Increase the quality and quantity of MAFG's media coverage via regular pitching, press releases, and editor events.
- Use resources cost effectively while maintaining quality and consistency of brand image by managing and monitoring budget for Brand Management department.
- Maintain an organized and clean showroom to best represent the MAFG brands during retail customer, editor, stylist, and designer visits.

Qualifications:

- **You're sharp!** Above all, we need someone who "gets it." You're a fast learner who will ask questions, take initiative, and be thoughtful and resourceful in making decisions, resolving problems, and performing tasks.
- **You have passion.** You have a passion for meeting customer needs and exceeding customer expectations.
- **You're persistent and committed to action.** You overcome challenges and make things happen, whatever it takes.
- **You're fearless.** You are comfortable with the unpredictable and step outside your comfort zone to try new things. You're able to say it like it is and avoid the BS. You have the guts to say "I don't know" and then go off to figure it out.
- **You're a persuasive communicator.** You write clearly and concisely and have a charming and intelligent communication style.
- **You're organized, detail-oriented and accurate.** You have excellent follow-through and time management skills and complete projects with a high degree of accuracy. You can manage and prioritize multiple projects and meet and manage your supervisor's expectations. You show up prepared for meetings and discussions.
- **You know Microsoft Office.** You are skilled in Microsoft Office programs (Word, Excel, Outlook, Power Point). Photoshop and Illustrator experience a plus!
- **You're a team player.** You have strong interpersonal skills and can build partnerships at all levels of the organization to achieve corporate goals.
- **You have 3-5 years of experience in advertising, marketing, fashion PR, and/or marketing communications.**
- Bachelor's degree required, but a MBA in Marketing or related field is a plus!

To apply, please email hr@michaelantonio.com. Please attach a resume and a cover letter with your application.