

Marketing Communications Director
Chicago, IL | Marketing

About Us:

The xxxxx has become the #1 e-commerce destination for stylish men's accessories - namely neckties, bow ties, tie bars, pocket squares, socks and a host of other products. We're a direct retailer that designs thousands of fashion-forward patterns and fabrics year-round. And yes, we design everything right here in Chicago. We get a lot of love from our customers, the media and celebrities and are now in the middle of some explosive growth. If you've got enthusiasm about men's fashion to the core, please read on to be a part of this energetic, fast-paced, fun, creative and make-it-happen company.

We're looking for a Marketing Communications Director to join our team, reporting to the Vice President of Marketing. This role will be responsible for the both strategy and execution of all communications, including public relations, content development, and social media. This person will be an exceptional creative force who gets what resonates with social and traditional media. We need someone who can relentlessly churn out creative ideas, taking into account feedback with the rapidly changing nature of fashion and ecommerce.

Responsibilities:

- Build communications strategy in line with overall brand strategy and messaging
- Develop and cultivate relationships with members of the media, agencies and partnerships
- Manage the company partnerships with several celebrities to drive awareness of the brand
- Develop and execute media events in collaboration with PR agency
- Develop content strategy including blogging, writing site content and managing social media
- Manage the company's B2B public relations approach, including media relations, executive engagement, and community engagement.

Requirements:

- Bachelor's degree in Marketing Communications, Advertising or Public Relations
- 6-8 years of PR experience
- Excellent writing skills and ability to adapt to brand style and tone
- Social media early adapter with working knowledge of social media tools
- Exceptional ability to build and maintain relationships with stakeholders
- Attention to detail with ability to coordinate programs across multiple PR agencies, partners and media

Bonus Points:

- Experience in the fashion industry a plus
- Experience working with celebrities a plus