



## RETAIL MARKETING – JOB DESCRIPTION

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### RETAIL MARKETING ASSOCIATE MANAGER – Western and Work

The Retail Marketing Associate Manager will have responsibility for the execution of retail fixtures, signage, merchandising guidelines and seasonal promotions to support product initiatives. This position reports to the Retail Marketing Manager – Western and Work.

#### Primary Responsibilities include:

- Partner with Marketing Manager and product management team to determine strategy and deliverables for brand drivers, new products and expansion categories
- Manage the design, development and production of new fixtures, promotions and point-of-sale materials. Specific duties include:
  - Write creative briefs, establish timelines, direct designers/agencies and route creative for approval
  - Monitor the progress of all jobs to ensure work is completed according to brand standards, on time and within budget
  - Determine distribution strategy for programs and oversee program directives
  - Work with Operations Team to ensure delivery with proper documentation
  - Maintain oversight of stock levels to meet forecasts and collaborate with the Sales Team to develop programs to facilitate movement or marketing materials
- Maximize the visual presence of the Ariat brand and help provide merchandising solutions in-store and at retail events
  - Assist with shop and event logistics including developing floor plans, ordering materials and labor, developing graphics, ensuring on-time delivery of all assets, and managing on-site needs
- Manage the design and development of the Marketing Materials and Visual Merchandising Catalogs to support seasonal programs
- Assist with design, development and production of all sell-in materials, such as catalogs and price lists

#### Skills and Experience Required:

- Undergraduate degree required
- Minimum 3-4 years experience in marketing or creative services
- Project management experience in print and fixture design/production and promotional programs a plus
- Demonstrated strategic and creative vision, ability to identify and prioritize business objectives
- Must possess strong organizational and problem solving skills, demonstrate resourcefulness
- Strong interpersonal and communication skills (written and verbal) required
- Budget management experience and aptitude

**To Apply:** Email our HR/ Recruiting department with resumes [Elissa.Gaitan@Ariat.Com](mailto:Elissa.Gaitan@Ariat.Com)  
[Lyndsey.Silva@Ariat.Com](mailto:Lyndsey.Silva@Ariat.Com)