

United Arab Emirates Jobs Expertini®

Product Specialist - Sephora Collection (Makeup)

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Company: LVMH Group

Location: , , United Arab Emirates

Category: other-general

Country / Region :United Arab Emirates City : DUBAI Business group: Selective Distribution

Contract type:Permanent Job Reference No.: 245083 Date of publication:2024.03.26

PositionProfile OUR MANIFESTO At Sephora, we stand together, and we stand for something more. For empowerment, for exploration, for the opportunity to impact people's lives through the unlimited power of beauty. We embrace uniqueness, unleash creativity, and pursue progress every day. Sparked by energy and excitement, our passion is contagious. We are united by a common goal - to reimagine the future of beauty.

Reimagine your future, with Sephora.OUR VALUE PROPOSITION:We have a powerful culture that fuses aspirations, uniqueness, authenticity and valued by each and every Sephora member:These are the values: Beauty & Beyond: We reimagine beauty by inspiring our customers, empowering people and helping them become the best versions of themselves.

Creativity Unleashed: We encourage exploration, innovation and having fun. Endless Evolution: At Sephora you are empowered to choose your own path and accelerate your growth.Boldly

Authentic: We celebrate diversity and embrace your unique and winning spirit.POSITION

PURPOSE:As our Product Specialist, you will be responsible for maximizing the sales and the growth of the Make Up category of Sephora Collection. In addition to managing the buying process, the Product Specialist is seeking for assortment opportunities, defining business potential and exit strategies. The Product Specialist is analyzing Make Up category related statistical data, providing reports that will enable set a winning offer and merchandising plan to ensure Brand category targets achievements. KEY

ACCOUNTABILITIES: TRADE OPERATIONS: In charge of setting, with the brand director,

the yearly marketing calendar for all channels and reviewing it per quarter based on performance and in line with commercial objectives. Works closely with the Visual Merchandising executive on bringing the trade activations to life. Ensures that the activations objectives & strategic skus are well highlighted in the in-store fixtures. Manages the relationship with key Sephora retail partners as well as communicating with local markets in regards to local activations. Defines animation volumes & targets per door based on the potential of each launch by channel and country. Work closely with the E-COM, digital, PR, comms and education on coordinating the execution of the 360 campaigns & always on tactical support. In charge of reviewing and updating the trade & POSM budget and reporting actuals vs. target on a monthly basis.

PRODUCT MANAGEMENT: Manage the animation plan tracker helping HQ teams manage stock levels for plus ones on tactical and blockbuster activations. Manage the assortment & ensures that items are created in time for the launch with the local & global MDM teams. Review the planogram considering franchise and line performance with the visual merchandising executive, ensuring the strategic franchises are well highlighted in-store on permanent fixtures. Manages the end of life of the delisted products in the stores and in warehouse stock and plan liquidation with the supply teams. Help develop & forecast a strong and comprehensive offering for all channels on: PWP Samples GWP

REPORTING: Retail reports: Conduct regional market visits during key activations period. Report competition highlights, share best practices and learnings. Launch reports: build post launch reports for all innovations through gathering sellout analysis, qualitative feedback & consolidating reports from commercial, digital & E-COM teams.

LOCAL & GLOBAL INNOVATION DEVELOPMENT: Develop new product requests with comprehensive analysis on competitive landscape, sizing potential & RSP/margin study. Ensure that local consumer needs are communicated to the global team to be taken into account for product planning and development. Work closely with PR & Communication teams to bring the project to life on time. Global launch forecast: Develop rational & strategy file through evaluating sellout estimates as well as determining price positioning through competitive analysis. Developing the launch presentation & sharing the prioritization of the launch through alignment with management for every season. Develop the shade categorization to determine the potential of each reference keeping in mind the need of creating a story in line with brand positioning. Finalizing the price strategy through submitting the competition study & sharing updated price template.

SKILLS, EXPERIENCE, AND PERSONALITY 2-3 years' experience in trade within retail or beauty industries ideally. A

Love & interest in makeup & the cosmetics world, staying on top of trends.Strong problem solving, organizational & communication skills.Strong analytical and commercial capabilities to cover all GCC markets.Most importantly, She/he needs to live and breathe the Sephora Culture, DNA and Employee Value propositions (EVP) with a passion for people and making a difference. She/he need to have excellent authentic communication and influencing skills and be energized by working in a fast paced, dynamic environment.

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