

Chief Commercial Officer: Main Purpose of the Job

The main goals of Chief Commercial Officer:

- Developing and implementing Sales & Marketing strategy of the company based on long-term company's mission through managing Retail operations, E-commerce, Marketing and Leasing relations.
- Building the value of the Company's Brand as a lifestyle department store and the "Fashion Capital" of Ukraine.
- Contributing into building of the leading retail organization within Ukraine for premium and luxury brand partners as well as establishing commercial success through mid-level fashion brands in multiple locations.
- Driving income from leasing and sales.
- Building strong E-commerce function to contribute into business development and growth.
- Through developing of Company's Brand as a visible and customer engaging part of Group of companies contributing into the overall image of the Group, creating positive emotional perception as well as financial returns.

Chief Commercial Officer: Responsibilities

Retail performance management

- Managing the Commercial structure including retail operations, e-commerce, marketing, and leasing relations.
- Providing commercial and operational support of the current format transformation into department store format with own buy model.
- Achieving retail sales and profitability targets.
- Analyzing market and identifying priority actions to achieve targets and business growth.
- Together with partners participating in brand openings, closings, corners renovations within the department store format.
- Managing promotion policies and procedures (discounts, gifts, etc.) inline with company's strategy.
- Guaranteeing the best service to customers.
- Developing e-commerce sales channel and CRM and loyalty programs.
- Developing and executing marketing strategy aiming on Company's brand building and including various communication and promotion instruments (ATL, BTL, PR, digital, collaborations with brands, etc.).
- Managing rental relation with partners.
- Managing and developing the diverse commercial team.
- Creating and maintaining the culture of providing the highest quality of services to partners and customers.

Chief Commercial Officer: Requirements

Education

- University degree from a respected university.
- Marketing / Business related degree would also be an asset.
- Fluent English and Russian.

Experience

- At least 5-6 years of relevant industry experience in fashion retail and with luxury/premium brands is a must.
- Experience in a senior position within the retail operations, and sales or marketing function of fashion retail company.
- Experience with E-commerce channel sales and omni-channel concept.
- Proven ability to manage business transformation projects and to be a driver of step changes and business development.
- Strong understanding of brand building, client service, customer experience, assortment mix, pricing, marketing communication, retail operations and rental relations.

Personal Skills

- Strong leadership skills.
 - Client oriented and service approach. Understanding of luxury and premium brands audience, its needs and behaviors.
 - Ability to challenges status quo and to lead changes.
 - Strong and proven analytical skills.
 - Ability to get measurable results in a rapid growth environment and changing climate.
 - Flexible approach and ability to use initiative.
 - Ability to build effective business relationships with stakeholders: cross-functional leaders internally and partners externally.
 - Result oriented. Keeps focus and understand priorities.
 - Good problem solving skills.
 - Excellent interpersonal skills.
 - Proven people management skills.
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