Triumph Group joins the ranks of global leaders in the lingerie sector, with a multi-facetted product palette that is sold in more than 80 countries, from Norway to Morocco and from Chile to Australia. This is taken care of by around 20,000 wholesale customers, with whom Triumph has traditionally had close relations, in addition to a dense network of more than 2,300 controlled points of sale, which are operated both by partners and by Triumph itself. The company is mindful of the fact that quality products must be accompanied by excellent service in order to satisfy demanding consumers.

Learn more about Triumph on:
www.triumph.com
www.facebook.com/Triumph/
www.instagram.com/Triumph/
www.linkedin.com/company/triumph-international/

Our Marketing Department for our office in Segrate (MI) is looking for a

Media, PR & Brand Communication Manager (f/m/d) (100%)

This position is hybrid, with 2 mandatory days at our office in Segrate (MI).

Your Responsibilities:

- Own the central media guidance to Key Markets: channel-mix direction, paid framework and partner mix
- Set budget guidelines so each Key Market builds strong brand presence and visibility within their A&P envelope
- Align always-on and campaign media, and the offline / online split, with Global Ecom
- Provide PR story angles, talent strategy and influence narrative direction to Key Markets
- Ensure a coherent PR narrative across markets that supports the story cadence
- Own brand-building across both brands: PR, influencer (mega / macro / micro), brand partnerships and collabs, sponsorship and ambassadors
- Own cultural moments and brand events that build presence and visibility
- Manage the global creative agency relationship (the same agency Brand Creative uses), ensuring narrative coherence
- Maintain media and PR toolkits, playbooks and briefing templates for marketapplications

- Integrate the comms and media plan into the master consumer calendar and each story window
- Ensure media and PR guidance is applied 100% in International Markets and minimum 80% in Key Markets
- Track and report brand-building impact: EMV, SOV, PR coverage and partnership ROI, plus media-mix effectiveness with Marketing Effectiveness
- Feed learnings back into the planning cycle for continuous improvement

Your ideal profile:

- You have minimum 10 years of experience in marketing and around 5 years' experience in a similar role with focus on Brand Building, Communication & PR experience in a regional organization
- Bachelor's degree
- You have a good understanding of communication platforms and media mixed experience
- You are Fluent in English and Italian, spoken and written
- You are experienced in collaborating end to end with external agencies & internal teams
- You possess strong influencing and relationship-building skills and ability to establish credibility as a trusted advisor to the business
- You are skilled in developing marketing communication, influencer and PR toolkits as a guidance to be executed
- You gained relevant experience Budget Mix, allocations & recommendations based on focused KPI's
- You can work cross-functionally with the capability to build strong and collaborative relationships
- You have experience in brand building projects, influencer collaboration, sponsorships & brand collaborations
- You have a good understanding of key communications KPI 's and are able to provide analysis, feedback and recommendations

We offer:

You will never walk alone

*As a family owned business with more than 135 years of experience, Triumph embraces diversity throughout our global organization. Currently, our offices are present in over 40 countries across Europe and Asia having many international teams collaborate together every day. Guiding our corporate behaviors are **respect** and **value** for our employees, but also Collaboration as one of our key Corporate Competencies, being a core part of our every day working environment.*

Make a Difference, together

The future belongs to our children. At Triumph, we want to be proud of our commitment to building a sustainable society and protecting the environment, and we work everyday to ensure our products are manufactured in an sustainable way. This is our vision: We want to be a company that is characterized by responsible leadership and consideration for future generations and that cares for the legacy that we leave behind to our children.

Putting People at the center

At Triumph we are committed to our employees, they represent the foundation for our success. This means that as a company, we are driven to offer great career opportunities in a dynamic fast-paced organization. Our HR function across the globe strives to support our employees in their development, through our Triumph Learning Academy

We continuously strive to recruit new talent, offering them one of the textile industry's most international working environments, excellent conditions and great development opportunities in a company still owned and managed by the founding families. Our headquarters employs people from more than 30 nationalities and as a European company, we are present in many key markets in Europe, like Germany, Italy, France and growing in Eastern Europe. We are proud to have become one of the leading players in Asia very early on, in countries like Japan, China and Singapore, as well as being an employer that people aspire to work for. As a company serving women, we fundamentally believe in gender equality and diversity. Women make up more than 50% of our company's workforce. In the last years, we have had a specific and successful drive to increase the number of women in management.

Triumph is committed to employing a diverse workforce. Qualified applicants will receive consideration without regard to race, colour, religion, sex, national origin, age, sexual orientation, gender identity, gender expression, veteran status, or disability.

If you are seeking a great opportunity to develop your career, please send us your CV in English by clicking on Apply.