**International Marketing Director**

**Tarte Cosmetics, Paris**

tarte™ is the pioneer of high-performance naturals™ & one of the fastest growing cosmetic companies in the U.S. Nearly 25 years ago, founder & CEO Maureen Kelly set out to create a cruelty-free line of easy-to-use, life-proof products packed with good-for-you ingredients that deliver real results without compromise. Each item is developed without the icky, bad stuff (like parabens, mineral oil, phthalates, & more) & with the best naturally-derived ingredients Mother Nature has to offer. The brand is 85% vegan (with 100% vegan skincare!) & proud to be the #1 concealer brand in the US.\* tarte™ is committed to sharing its passion for skinvigorating™ ingredients with the world: it has in-store presence in over 20 countries & online at tarte.com, shipping to over 50 countries worldwide!

But tarte™ doesn't stop there. Giving back has always been a part of the brand's DNA. tarte is committed to lifting up others, having cleared thousands of teacher wishlists & mentoring future leaders & entrepreneurs through the *tartelette U* & internship programs & the shape your future™ small business awards. In 2017, tarte™ founded heart to tarte™, a 501(c)(3) non-profit organization to help support causes like female empowerment, underserved communities, environmental conservancy, animal rescue, disaster relief & health & wellness initiatives. tarte also sustainably sources ingredients directly from cooperatives, & in 2019 helped fund the creation of an all-female maracuja cooperative in the Rainforest.

Are you a force of nature who thrives in a fast-paced environment? Do you want to contribute to tarte's mission of offering cruelty-free, eco-chic cosmetics chock high-performance natural™ ingredients? If so, we'd love to hear from you!

**International Marketing Director:**

tarte cosmetics seeking an experienced International Marketing Director who will be responsible for collaborating with the Executive Director international to develop & drive effective 360 marketing programs for all new product launches and existing core heroes within the product portfolio. In partnership with the team, this role will assist in the execution of launch plans, implementation of strategic marketing initiatives, & creation of marketing assets & content. The ideal candidate is a self-starter, agile, and should possess both analytical and creative skills with the ability to work independently and cross-functionally within the organization. Beauty experience highly preferred.

**Responsibilities**:

* Drives the ideation and execution of 360° marketing plans for new launches by working cross-functionally with teams including Trade Marketing, Digital Marketing, PR, Social, Influencer, Education, Events& our Sephora retail partners
* Develops & refines brand & product messaging, ensuring key messaging is consistent across all customer touchpoints and curated for each market
* Lead the localization of marketing copy, & education materials for the international landscape
* Develops clear & thoughtful creative briefs for content team to create best-in-class assets
* Drives & contributes to content creation process with clear feedback & strategic direction
* Analyzes sales data, industry trends, product reviews, and competitive research to identify actionable insight
* Manages & develops team members, delegating assignments & supporting career growth

**Requirements**:

* Work out of tarte's Paris office
* Bachelor's Degree
* Min 10+ years relevant Marketing experience - beauty industry required
* Exceptional analytical & creative skills
* Excellent written and verbal communication skills
* Strong project management skills, including budget management & timeline adherence
* Strong interpersonal skills and ability to work collaboratively across all departments
* Works independently & takes initiative to problem solve in a fast-paced environment
* Flexible & adaptable to change