CREW À LA MODE

Marketing Manager
CREW À LA MODE
June 2026

Reports to:
Creative Commercial Director

Position:
Permanent, Full Time

Start Date:
ASAP

Salary:
Dependent on Experience

Location:
Hybrid
Aalsmeer, Netherlands

\ Who We Are

Crew à la Mode are a luxury apparel and lifestyle agency with nearly 20 years of expertise supplying performance clothing, uniform and lifestyle solutions to the world's most discerning clients, from Superyachts and private aviation to villas and private residences. With a head office in London, Showroom in Amsterdam, Warehouse in Portugal and teams in Palma and Ireland, we are a fast-growing, purpose-driven business committed to setting the standard in the superyacht industry.

Our ready-to-wear collection, CALM by CREW, is distributed globally from our Portugal warehouse, alongside our end-to-end bespoke design, production, and tailoring services adapted to our clients' unique requirements.

\ The Opportunity

The Marketing Manager is responsible for developing and executing marketing strategies that drive brand awareness, lead generation, customer engagement, and revenue growth. The role shall oversee integrated marketing campaigns, digital marketing activities, brand management, content creation, market analysis, and team leadership while ensuring alignment with overall business objectives.

Key Responsibilities:

Digital Marketing

- Strategy & Planning: Working closely with the Creative team to develop relevant and industry appropriate marketing campaigns and strategies to acquire new customers, launch products or boost brand awareness.
- Content Management: Overseeing the creation of digital and physical assets spanning SEO, social media, website, email campaigns, paid advertising
- Social Media & Advertising: Managing and growing our social media presence through engaging posts, customer or industry interactions, and assisting with the planning, execution, and tracking of paid advertising campaigns (Meta, Google, Instagram).
- Research & Analytics: Conducting market research to identify trends and opportunities, monitoring campaign performance metrics, and working to increase website traffic.
- Operational & Budget Management: Organising and filing digital assets, maintaining content planners, event calendar and tracking documents and budget management.
- Innovation & Collaboration: Identifying influencers for collaboration, coordinating with cross-functional partners, and suggesting new technologies, formats, or ideas.

Communications & Events

- Industry Events: Working closely with relevant internal teams to project manage industry trade shows and events, including exhibition co-ordination such as logistics, samples, design, travel and collateral, liaising with relevant internal teams.
- Attend Industry Events: Attendance at industry and networking events and trade shows, representing the brand and our offering and identifying growth opportunities and new clients.
- Marketing Collateral: Working closely with the Creative and New Business teams to produce relevant, engaging collateral in-line with company brand guidelines (brochures, website content, in-house publications, promotional materials)
- Industry News: Maintain relevant and up to date industry news and data to identify opportunities within the market
- CRM Management: Maintain CRM for client and VIP lists, marketing and industry contacts and maintaining Yacht New Build lists.

Campaign Management

- Project & Event Logistics: Coordinate all aspects of in-house photoshoots,
- Asset Management: ensure all marketing assets are organised and easily accessible.
- Production & Procurement: Oversee the creation and stock levels of collateral (brochures, mailouts, presentations) and assisting the Creative team sourcing high-quality, cost-effective print, packaging, and client gifts.
- Stakeholder Management: Act as a central liaison between the design, product, and sales teams; manage press contacts; and actively contribute creative ideas for upcoming initiatives.
- Industry Collaborations: Working with Creative and Purchasing teams to identify and co-ordinate suitable brand and industry partner collaborations such as events or product launches
- Cross-Functional Collaboration: Work closely with the Creative, Product Development, Purchasing and Sales teams to identify opportunities and ensure brand consistency across our offering.

Oversee Social Content Assistant:

- Co-ordinating with the Creative/Marketing/Artwork teams to develop and design on-brand social media content.
- Support the Creative team on effective social media strategies
- Schedule and publish regular and consistent content across multiple platforms.
- Assist with research for journal posts for more long-form content.
- Monitor and report on social media and web analytics.
- Assist with content creation from both existing digital assets and photography/video creation using mobile devices.
- Assist with the capturing and editing of content across channels maintaining consistent brand messaging.
- Conduct market research to identify clients, trends, competitors or opportunities for campaigns.
- Management and filing of digital assets
- Ensure consistent brand voice and messaging across all channels

\ Requirements

- 5+ years proven experience in a similar role within Superyacht, fashion or luxury industry
- Professional English speaking
- Degree in Marketing, Business or Communications
- Knowledge of Superyacht Industry beneficial
- Data-driven mindset with experience using analytics tools (Google, CRM, Meta Analytics, Meta Ads, Google Ads, SEO, Wordpress).
- Strong copywriting and communication skills
- Confident project management
- Confident public speaking and networking
- Team leadership and working with stakeholders
- Proficient with Google Suite
- Knowledge with social media platforms/channels and editing/scheduling tools
- Creative mindset
- Enthusiastic and motivated and able to work in a fast paced company
- Keen to learn and grow and a good team player
- Experience with Canva, Video Editing and Adobe beneficial
- Ability to work independently and as part of a team
- Eligibility to live and work in Netherlands