



Sleek
MakeUP

**THE WORLD OF
BEAUTY MARKETING
WITH SLEEK MAKEUP**



**Blueprint
for all**

INTRODUCTION

Sleek MakeUP have been supporting Blueprint for All in their mission to set the foundations for a more inclusive society. Blueprint for All believe in a future where talent is respected and nurtured irrespective of where it comes from, where organisations recognise and realise the benefits of a diverse workforce and where communities can come together and flourish.

Their ethos aligns perfectly with Sleek's heritage, allowing the Sleek Team to support their high impact programmes where they work with disadvantaged young people and communities to provide tangible opportunities and support that enables them to succeed. Beyond this, Blueprint for All strive for systemic change in organisations and society in everything they do; their resources have proven invaluable for Sleek's internal mission to be a truly inclusive and diverse brand.

This Career Toolkit is the sum total of both Sleek's and Blueprint for All's passion for creating an inclusive society where everyone can thrive, regardless of race, ethnicity or socio-economic background. The hope is that beneficiaries of Blueprint for All will be given a glimpse into the world of Beauty Marketing and the diversity of the roles within it through spotlighting members of our Sleek Team. Not only this, but that they will see that there is no 'right path' for entering this industry; all you need is passion, self-belief and the willingness to work hard.



INDEX

DIFFERENT JOBS IN MARKETING WITHIN THE BEAUTY INDUSTRY

PRODUCT These roles look at what trends we expect to see in the future, as well as how customers are shopping, to help guide the creation and development of new, exciting products.

BRAND This team figures out the best, creative ways to promote existing products and new launches.

VM This stands for 'Visual Merchandising' - which is everything you see in store, from signs, to where the products sit on the shelves.

COMMERCIAL (SALES) This team create business plans to maximise sales and make sure the brand is hitting monthly profit targets.

PR The Public Relations team work with journalists and influencers to help spread the word about exciting brand news and launches.

SOCIAL This team creates and posts content for all brand social channels (e.g. Instagram, Twitter, Facebook), supporting new launches and engaging with influencers and the brand's followers.

THE MAKING OF A SLEEK PRODUCT



Assistant Product Manager



265
Posts

8643
Followers

853
Following

Assistant Product Manager

Hi, I'm Danica and my role as Assistant Product Manager includes working with multiple members of the team, across different areas of the brand to set and deliver product ambitions that meet the needs of our customers – making sure everything ties to our overall brand plan...

Follow

Message

Email



Project Management



Ability to Adapt to different situations



Leadership



Analytical (of consumers, product and trends)





265 Posts

8643 Followers

853 Following

Assistant Product Manager

Hi, I'm Danica and my role as Assistant Product Manager includes working with multiple members of the team, across different areas of the brand to set and deliver product ambitions that meet the needs of our customers – making sure everything ties to our overall brand plan. My responsibilities include identifying and analysing upcoming beauty trends as well as competitor research for product innovation and development opportunities, in other words for thinking of new products and improving our current products. I also help lead and drive the product development process from start to finish, by partnering with suppliers, working with them through to finished product delivery. But as I said, it's not all about newness. I also need to maintain our current range of products and support on marketing updates of products (e.g. artwork, packaging and material updates).

Follow

Message

Email

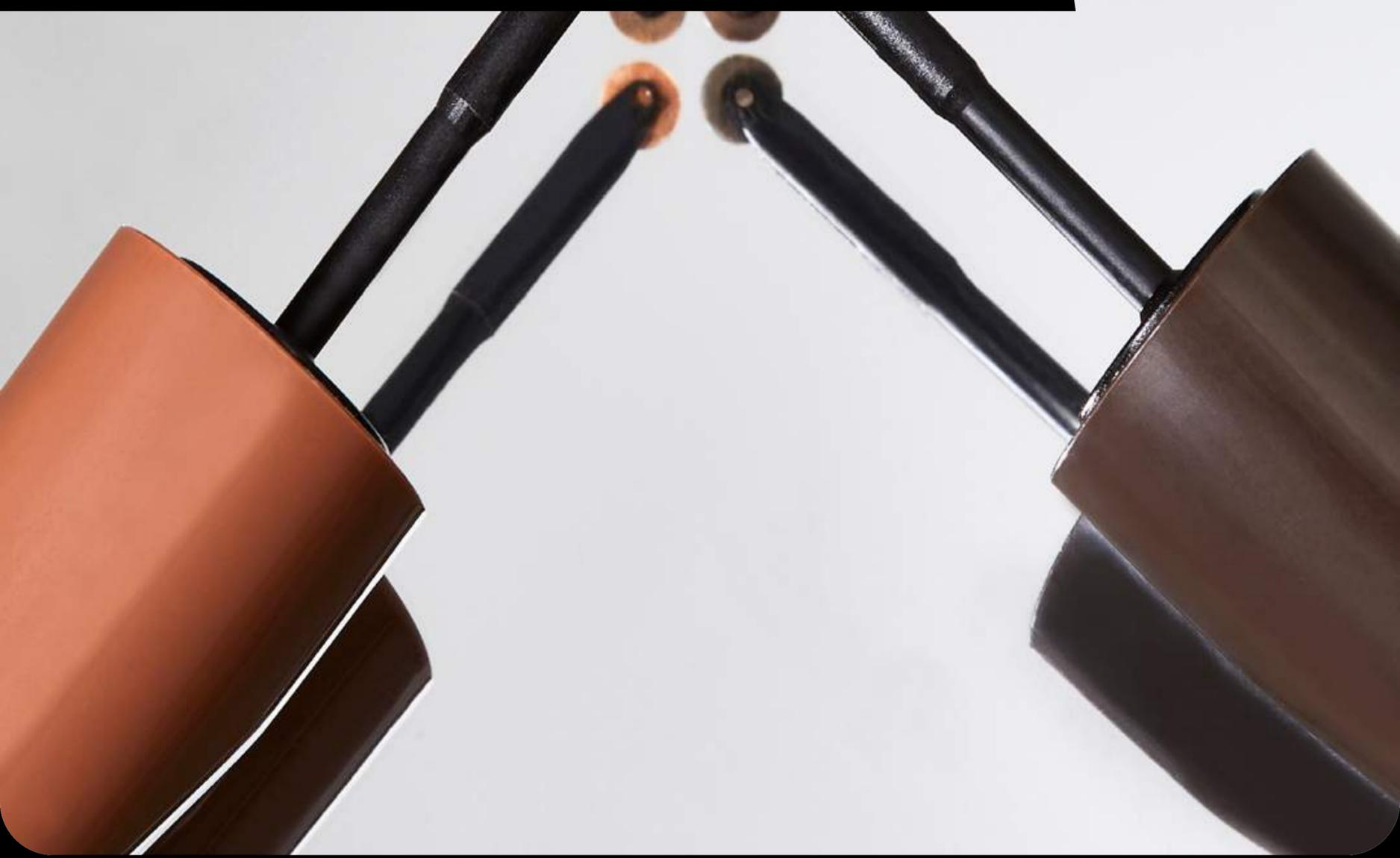




AssistantProductManager



PATHWAY INTO CAREER



Send message





AssistantProductManager



Completed my undergraduate degree in Biology and Environmental Science, but after interning at a small start-up cosmetic company as a formulation intern, I realised my interest in the combination for both science and cosmetics. This led me to pursue a double masters degree in Cosmetic Science & Perfumery and MBM Business and Management, focused on the cosmetic and perfumery industry.

Send message





AssistantProductManager



To complete my degree, I did my final 6-month internship at Johnson & Johnson in France. After graduating, I was offered the opportunity to work for their Product & Process Development department as a Cosmetic scientist and Research & Development Project Leader. When my contract was completed, I applied for the Assistant Product Manager at Sleek MakeUP role, and have been here since the start of April 2021.

Send message





AssistantProductManager



CAREER ADVICE I'D GIVE MY YOUNGER SELF



Send message





AssistantProductManager



1.

Do not be afraid to change your mind and take the risk to do something you really enjoy.

Send message





AssistantProductManager



2.

Learn as much as you can from every experience. Sometimes these transferable skills become valuable along the way.

Send message





AssistantProductManager



3.

Be patient with yourself, it's okay if you don't know what you want to be, things have a way of working themselves out.

Send message





AssistantProductManager



4.

The World of Work (WoW) can be intimidating after you graduate, but allow yourself the grace to learn, make mistakes and develop your skills. Don't compare yourself to others.



Send message





Assistant Brand Manager



495
Posts

9032
Followers

532
Following

Assistant Brand Manager

Hey guys, I'm Chidi and I am the Assistant Brand Manager for Sleek MakeUP. That basically means I work very closely with the Marketing Manager to figure out how best to promote our brand and products, particularly new launches. To do this we work with lots of different teams...

Follow

Message

Email



Organisation



Resilience



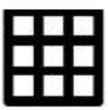
Teamwork



Thinking 'outside the box'



Not being afraid to ask lots of questions (and get things wrong).





495 Posts

9032 Followers

532 Following

Assistant Brand Manager

Hey guys, I'm Chidi and I am the Assistant Brand Manager for Sleek MakeUP. That basically means I work very closely with the Marketing Manager to figure out how best to promote our brand and products, particularly new launches. To do this we work with lots of different teams, most of which are mentioned in this toolkit, to make sure that we're showing up in as many places as possible and therefore making sure as many people as possible see our brand and products.

Follow Message Email



Organisation



Resilience



Teamwork



Thinking 'outside the box'

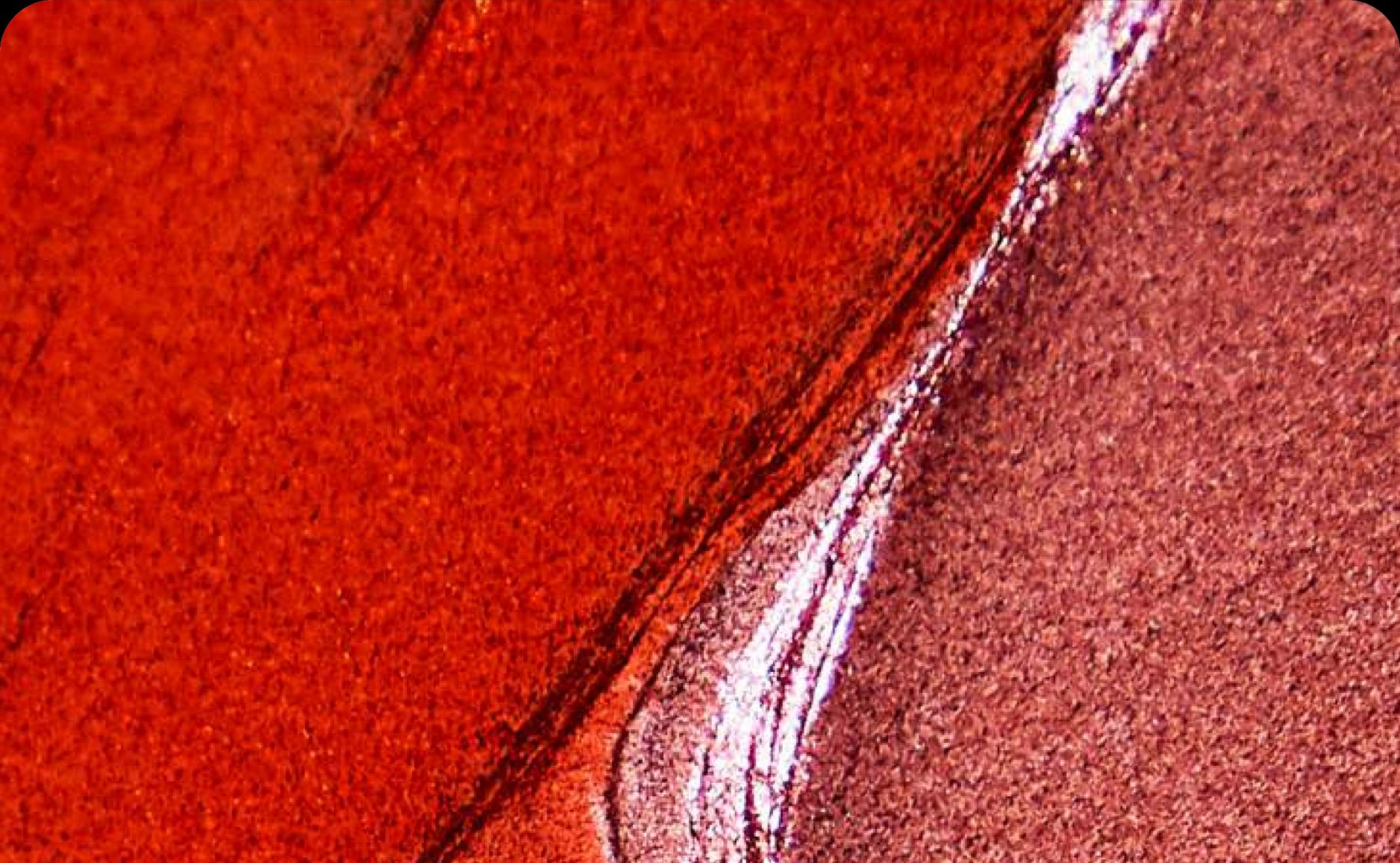


Not being afraid to ask lots of questions (and get things wrong).





AssistantBrandManager



PATHWAY INTO CAREER



Send message





AssistantBrandManager



I have had a pretty traditional education journey, from GCSEs to A-Levels to University. When applying for university I had absolutely NO idea what kind of career I wanted, so I just focussed on the subjects I enjoyed the most and chose to do a degree in Psychology.

Send message





AssistantBrandManager



University degrees are 3 years minimum so you want to make sure you're studying something you are genuinely interested in (there is a lot of reading, assignments and projects). During my second year, I had the opportunity to intern at the brand No7. This was my first taste of marketing and working in a global company within the beauty industry.

Send message





AssistantBrandManager



The experience really helped highlight what I enjoy doing and would look for in a job when the time came. I finished off my degree and started looking at what jobs were available (I would really recommend setting up a [LinkedIn](#) profile for this!)

Send message

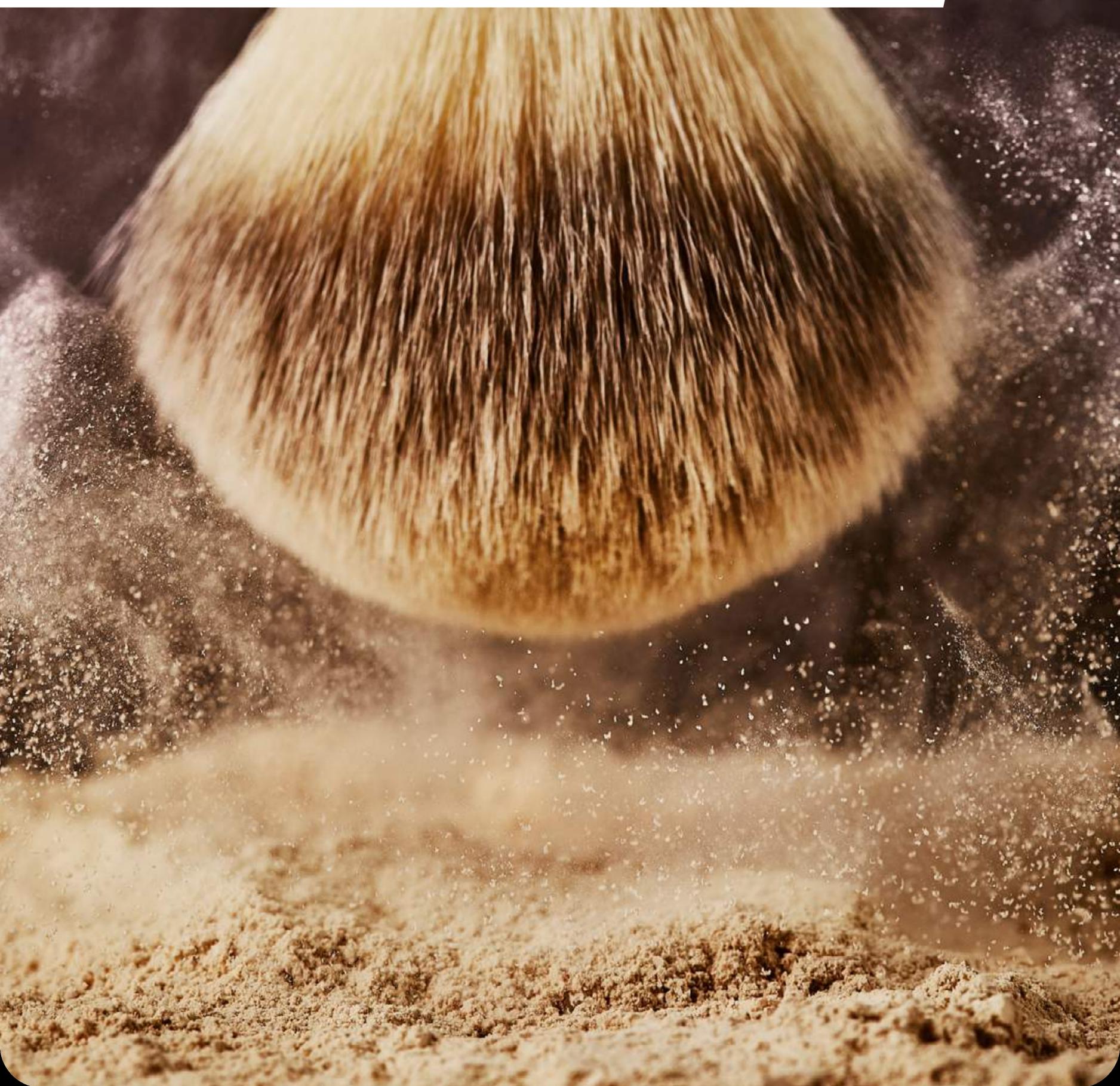




AssistantBrandManager



I was blessed to be offered a job at the Estée Lauder Companies as a Marketing & Communications Assistant. I then moved around within the corporation, working on a number of different brands and within different functions, including PR and Social Media. I was with ELC for just over 1.5 years; I am now on the Sleek MakeUP team as their Assistant Brand Manager.



Send message





AssistantBrandManager



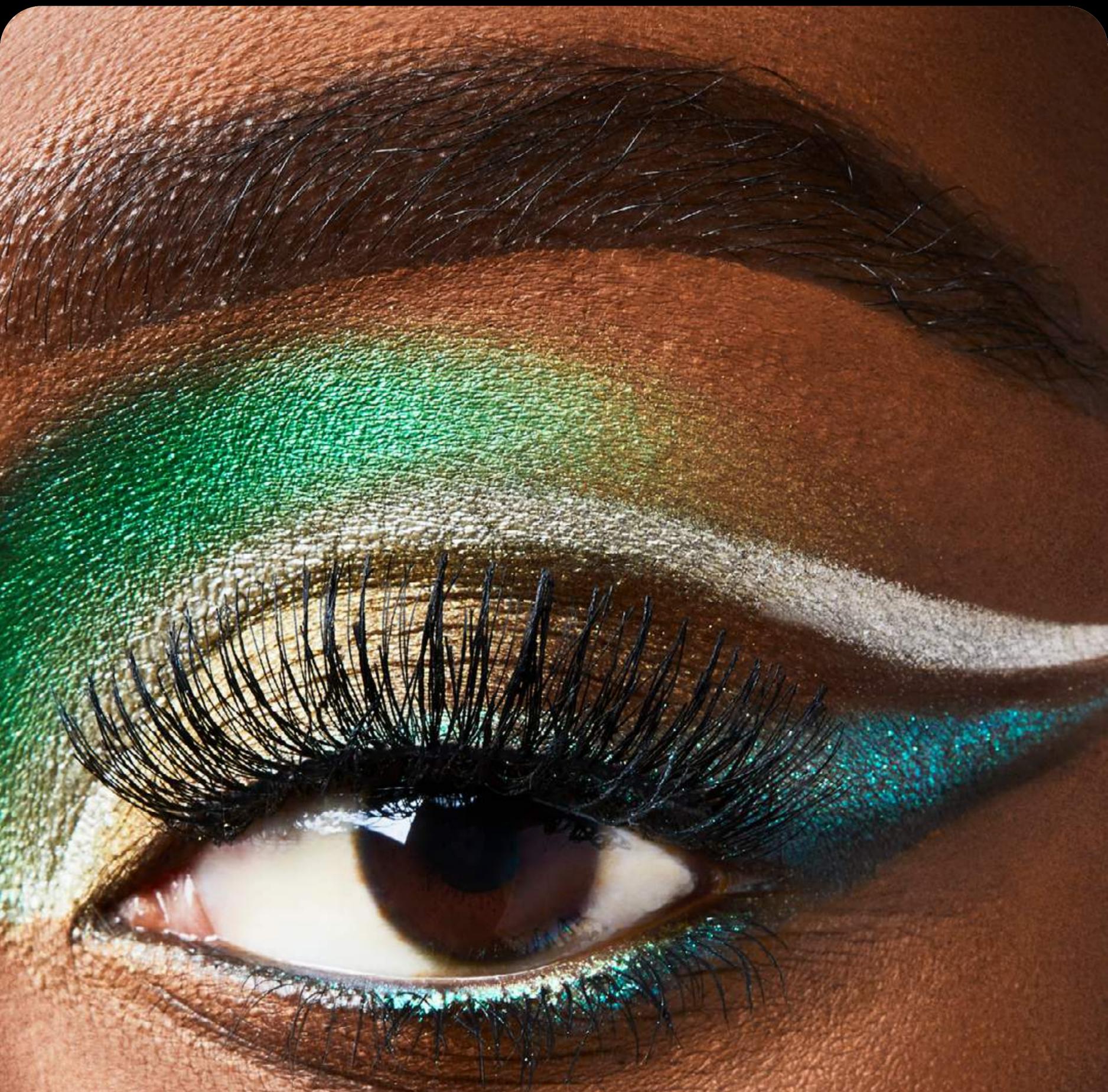
**CAREER ADVICE I'D
GIVE MY YOUNGER SELF**

Send message





AssistantBrandManager



1.

It's ok to have NO IDEA what you want to do. Just pick something that sounds interesting and give it a go! Whether you love it or absolutely hate it, it will help you start to figure out what you're looking for.

Send message





AssistantBrandManager



2.

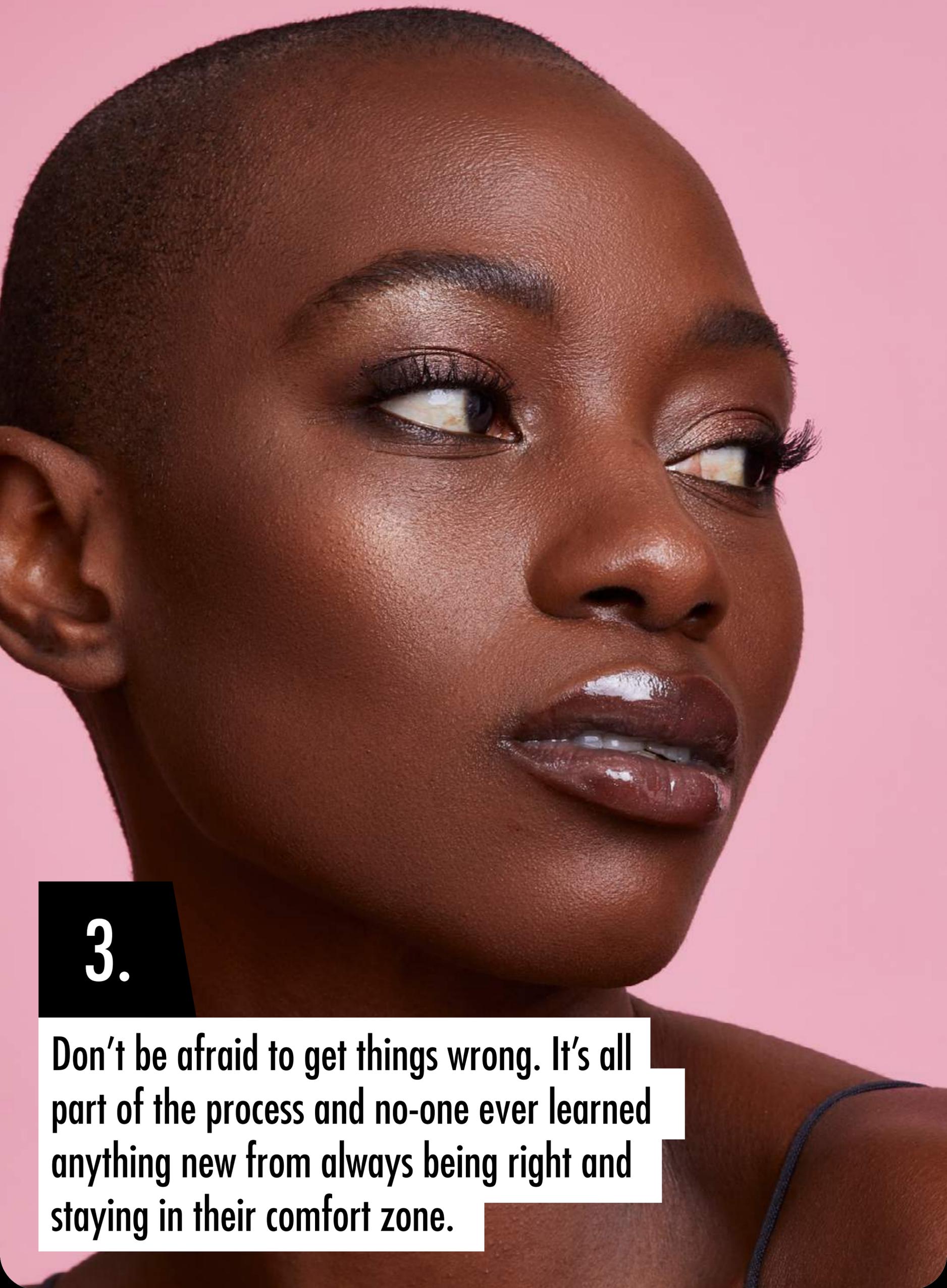
Seize any opportunity that comes your way, even if it doesn't sound like something you would be interested in. Like I said above, it will help you start to recognise what you do/don't like.

Send message





AssistantBrandManager



3.

Don't be afraid to get things wrong. It's all part of the process and no-one ever learned anything new from always being right and staying in their comfort zone.

Send message





AssistantBrandManager



4.

Your opinion and voice matter, regardless of your title. Be bold, be honest and most importantly, be yourself.

Send message





Marketing Manager



343
Posts

9730
Followers

738
Following

Marketing Manager

Hi I'm Lizzie, and my role is to set our marketing plan internationally, including figuring out who our target audience is (who we want to buy our products). This includes demographic data (i.e. age, location, gender, ethnicity, etc.), alongside personal interests, style preferences...

Follow

Message

Email



Strategic / big picture thinking



Attention to detail



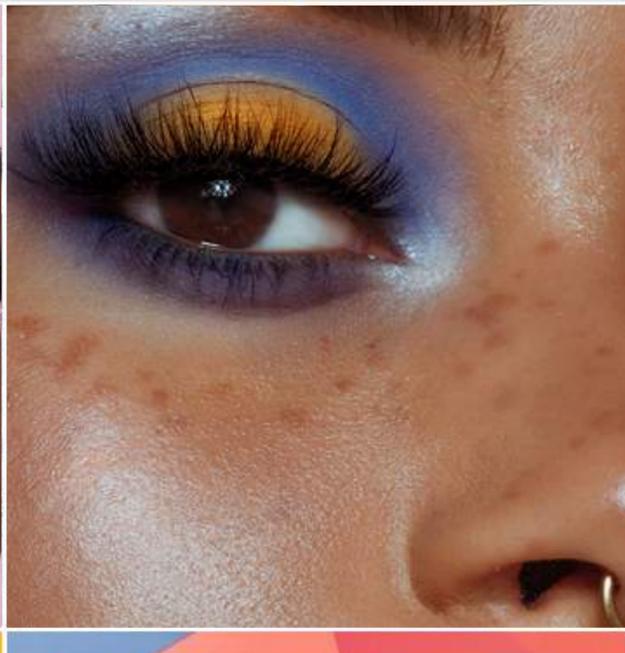
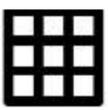
Problem solving



Data / insight understanding & action planning



Public speaking & presenting





Marketing Manager



343
Posts

9730
Followers

738
Following

Marketing Manager

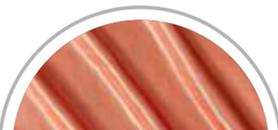
Hi I'm Lizzie, and my role is to set our marketing plan internationally, including figuring out who our target audience is (who we want to buy our products). This includes demographic data (i.e. age, location, gender, ethnicity, etc.), alongside personal interests, style preferences, hobbies and their opinion of makeup! We also set out what brands our competition (and who we want to steal customers from!). This defines the purpose of the brand (why we exist), what promises and commitments we can make to our customer and what we hope to see in return.

This applies to everywhere Sleek is sold around the world (like Europe & the US) as well as our retailer partners (like Boots, ASOS, Pretty Little Thing) to ensure everyone is on the same page about who Sleek is and what we stand for. This is key to ensuring the brand looks and sounds the same, no matter where you find it.

Follow

Message

Email





MarketingManager



Sleek
MAKEUP

PATHWAY INTO CAREER

Send message





MarketingManager



After completing Performing Arts College, I went to Loughborough University to study Communication & Media Studies BSc (Hons), where I graduated with First Class Honors. During this time I also completed a year-in-industry as a Brand Assistant at Boots, working on their own-label Healthcare range.

Send message





MarketingManager



After graduating university, I started at Walgreens Boots Alliance on their Brand, Buying & Marketing Graduate Scheme working across category management, global strategy and UK marketing in healthcare, toiletries, skincare & sun-care. On completion of the Graduate programme, I was promoted to UK Brand Manager for Botanics and YourGoodSkin, before joining the Sleek team as Marketing Manager in November 2020.



Send message





MarketingManager



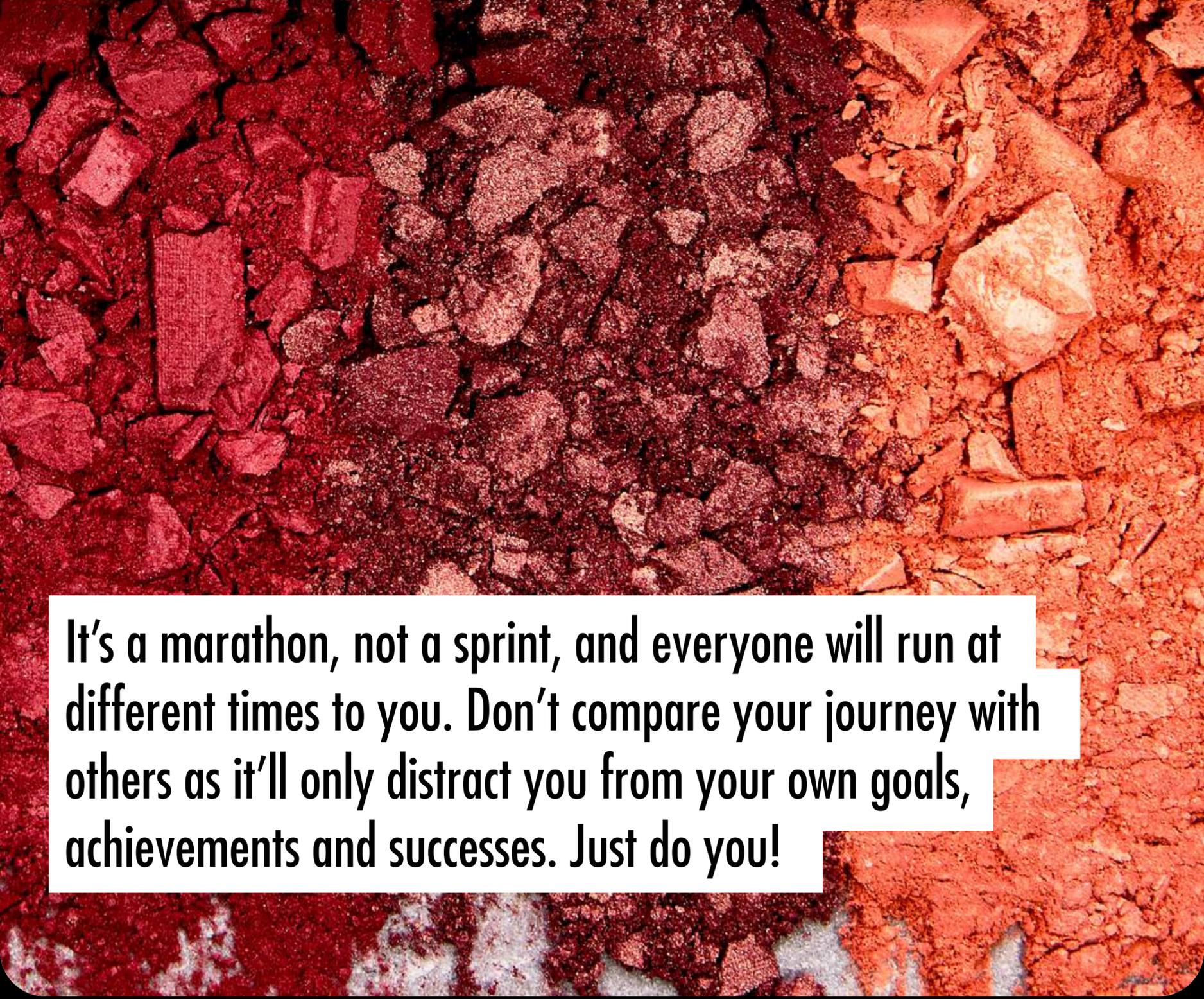
CAREER ADVICE I'D GIVE MY YOUNGER SELF

Send message





MarketingManager



It's a marathon, not a sprint, and everyone will run at different times to you. Don't compare your journey with others as it'll only distract you from your own goals, achievements and successes. Just do you!

Send message





Visual Merchandising & Shopper Assistant Manager



273
Posts

6730
Followers

938
Following

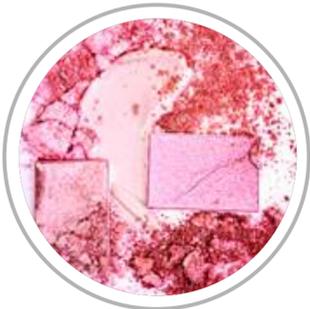
Visual Merchandising & Shopper Assistant Manager

Hi I'm Emily and I look after the creation and delivery of in-store marketing plans for Sleek (everything you see when you go into a store that sells Sleek products!) plus engaging and communicating with our in-store colleagues. ..

Follow

Message

Email



Work with multiple teams and maintain strong relationships.



Generate new ideas to improve in-store.



Take ownership of projects.



Excellent attention to detail and organisational skills.





Visual Merchandising & Shopper Assistant Manager



273
Posts

6730
Followers

938
Following

Visual Merchandising & Shopper Assistant Manager

Hi I'm Emily and I look after the creation and delivery of in-store marketing plans for Sleek (everything you see when you go into a store that sells Sleek products!) plus engaging and communicating with our in-store colleagues. My key responsibilities include making sure all the signs and units that go into store fit the Sleek look and feel. To do this I work closely with agencies, starting at the briefing stage and going all the way through to delivery. I use beauty industry insights and trends to come up with new, better ways of working, always keeping our budget front of mind and allocating money to plans that deliver the best Return on Investment (ROI) – meaning we will make more money than we spend!

Follow

Message

Email



Work with multiple teams and maintain strong relationships.



Generate new ideas to improve in-store.



Take ownership of projects.



Excellent attention to detail and organisational skills.





VM&ShopperAssistantManager



PATHWAY INTO CAREER

Send message





VM&ShopperAssistantManager



After finishing school, I knew I didn't want to go to college or uni and would rather get my teeth sunk into a job. I went for a hairdressing apprenticeship where I learnt many skills beyond hairdressing, for example, talking to new people every day, time keeping and customer service. After I qualified as a hairdresser I decided to try something new and went to work in an office alongside engineers.

Send message





VM&ShopperAssistantManager



My friend at the time worked for Boots and told me how great it was, so I applied to work as a Supply and Merchandising helpdesk operator, and from there I progressed into new roles at Boots including a Marketing Production Assistant for Healthcare and No7, Shopper Marketing Assistant Manager for No7 and onto my current role - VM and Shopper Marketing Assistant Manager for Sleek (and Botanics).

Send message





VM&ShopperAssistantManager



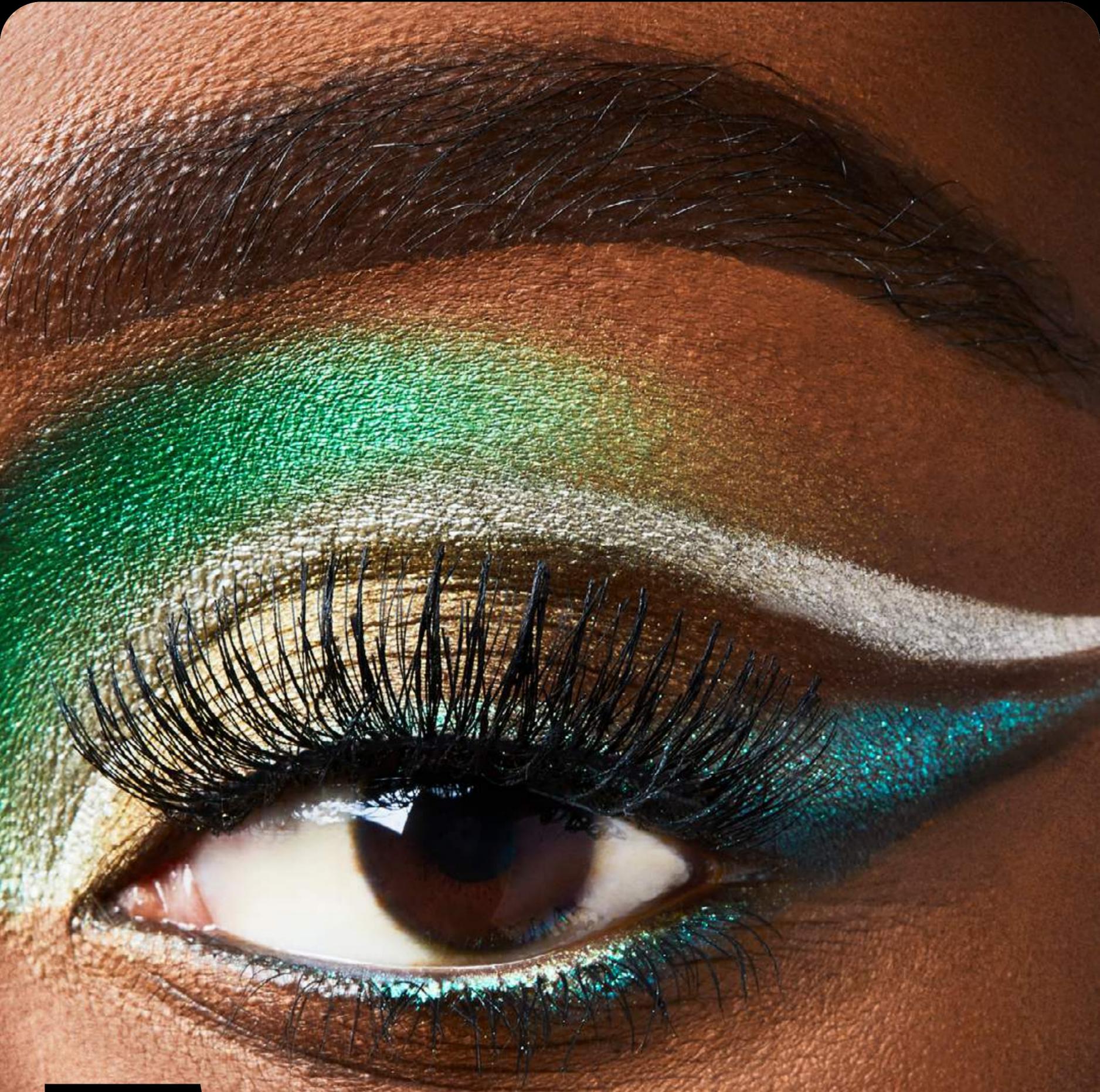
**CAREER ADVICE I'D
GIVE MY YOUNGER SELF**

Send message





VM&ShopperAssistantManager



1.

A lot of your time is spent at work, so make sure you're happy! If you're passionate and love your job, it won't feel so hard to get out of bed every morning.

Send message





VM&ShopperAssistantManager



2.

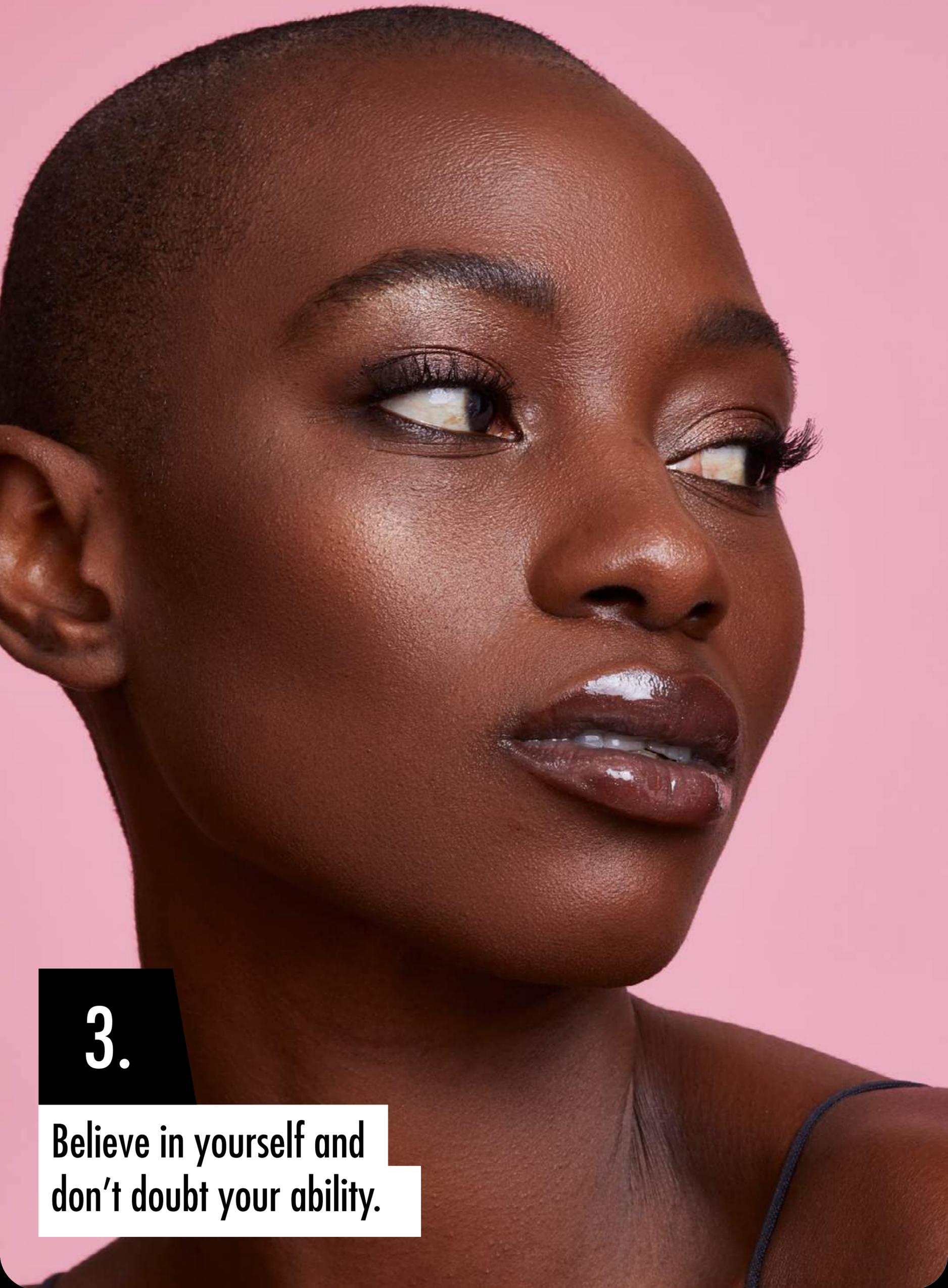
Utilise the people and teams around you to really soak up as much knowledge as possible, and never be afraid to ask for help or support.

Send message





VM&ShopperAssistantManager



3.

Believe in yourself and don't doubt your ability.

Send message





493 Posts

4624 Followers

183 Following

Commercial Account Executive

Hi all, I'm Liz and I'm the Commercial Account Executive for Sleek. I work with multiple teams, both internally and externally, to put together effective plans to maximise sales. My key responsibilities include hitting monthly sales targets, and maintaining a good relationship...

Follow

Message

Email



Good relationship building skills



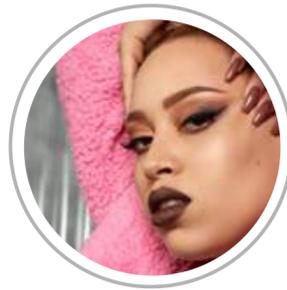
Strong negotiation skills



Good organisation and time management



Strong presentation and written communication skills



Strong numerical skills





Commercial Account Executive



493
Posts

4624
Followers

183
Following

Commercial Account Executive

Hi all, I'm Liz and I'm the Commercial Account Executive for Sleek. I work with multiple teams, both internally and externally, to put together effective plans to maximise sales. My key responsibilities include hitting monthly sales targets, and maintaining a good relationship with our retailers, like ASOS, Pretty Little Thing and Boots, to create new opportunities and make sure we show up well alongside our competitors.

Follow

Message

Email



Good relationship building skills



Strong negotiation skills



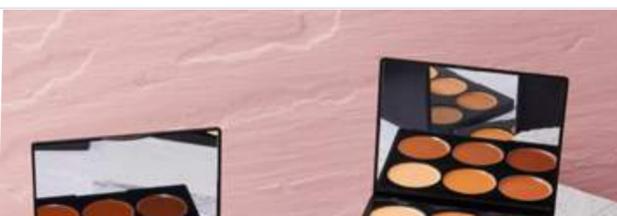
Good organisation and time management



Strong presentation and written communication skills



Strong numerical skills





Commercial Account Executive



PATHWAY INTO CAREER



Send message





Commercial Account Executive



I went to the University of Manchester and obtained a 2:1 degree in Economics & Politics. I then interned in Public Relations department (the team that works with the press and influencers) in the beauty department at Debenhams and realised it was way too social for me.

Send message





Commercial Account Executive



I then secured a role as a Merchandising Assistant at New Look, the team were great but it was quite repetitive and I wanted a role which was more varied. I then applied for the Account Exec role at WBA which was originally a maternity cover, but after a year my contract was made permanent.

Send message

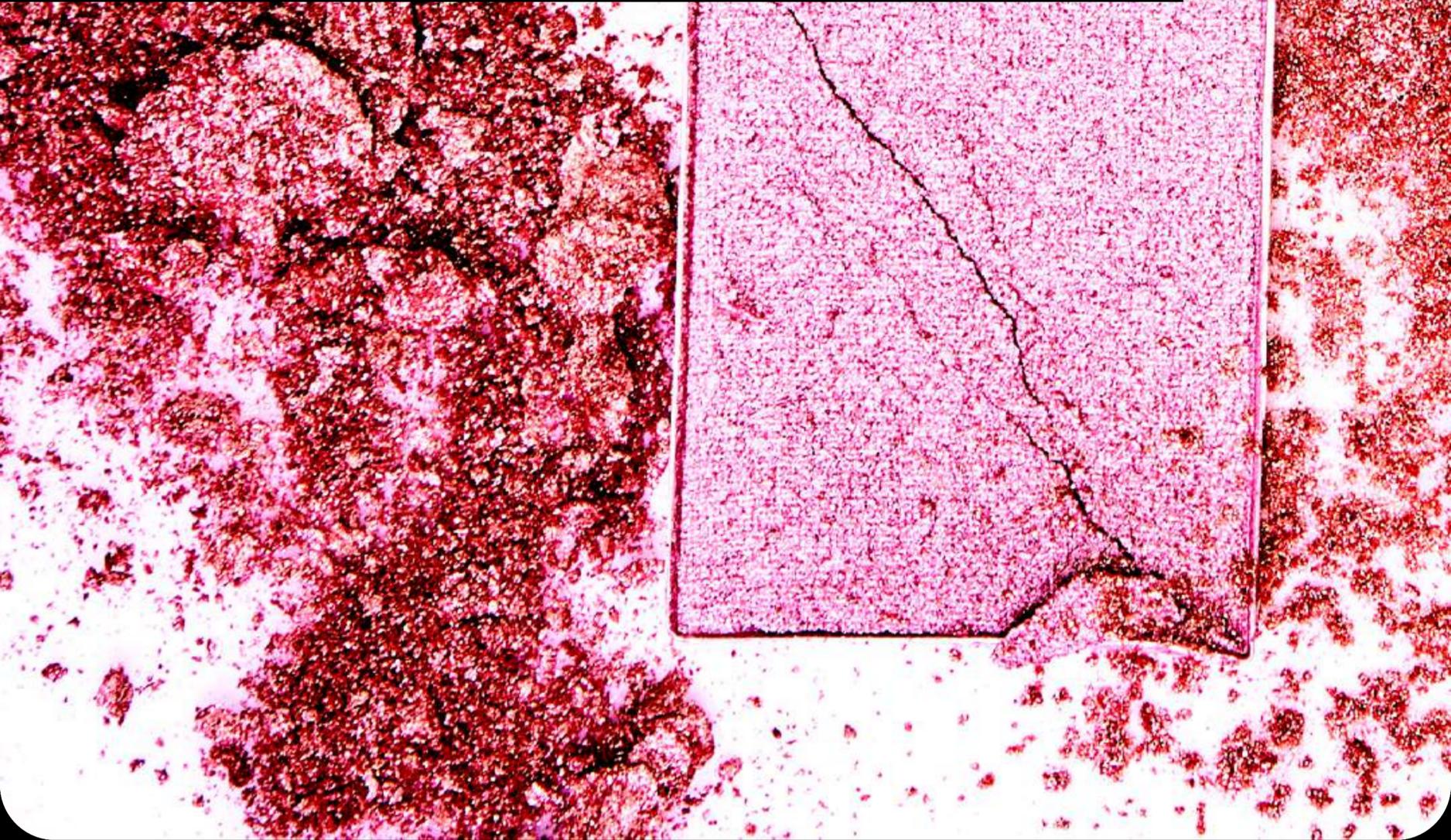




Commercial Account Executive



CAREER ADVICE I'D GIVE MY YOUNGER SELF



Send message





Commercial Account Executive



After you graduate (from school or uni) and you enter the 'real world', you can feel a great sense of panic and urgency to have your career path laid out. Take time to do your research. Speak to people who are currently in the roles you want to explore to understand what the day to day routine is like. Enjoy the process...you've got the rest of your life to work so there's no rush to have it all figured out immediately.

Send message





523 Posts

8245 Followers

293 Following

Assistant Brand Communications Manager

Hi, I'm Sophie and I'm Assistant Brand Communications Manager. My role is to make sure we share stand-out but consistent communications across the UK, both internally and externally, inspiring the press, influencers and our colleagues to tell stories about our brands...

Follow

Message

Email



Great communications skills – to people internally & externally to the business

Good copy writing skills

Great eye for detail

Creative thinker

Team Player





523
Posts

8245
Followers

293
Following

Assistant Brand Communications Manager

Hi, I'm Sophie and I'm Assistant Brand Communications Manager. My role is to make sure we share stand-out but consistent communications across the UK, both internally and externally, inspiring the press, influencers and our colleagues to tell stories about our brands. My key responsibilities include supporting the PR (Public Relations) team in maintaining current and building new relationships with key people, including press, influencers and the beauty industry as a whole. I help with the creation of events and activities that reach our customers directly in order to drive buzz and get people talking about our brand.

[Follow](#)
[Message](#)
[Email](#)
⌵



Great communications skills – to people internally & externally to the business

Good copy writing skills

Great eye for detail

Creative thinker

Team Player





AssistantBrandCommunicationsManager



PATHWAY INTO CAREER

Send message





AssistantBrandCommunicationsManager ...



I went to Nottingham Trent Uni to study Fashion, Communication and Promotion. In my 3rd year of Uni, I presented a project to Boots which won me a 6 week internship. The 6 weeks turned into 6 months, where I worked across all divisions in Sleek.

Send message

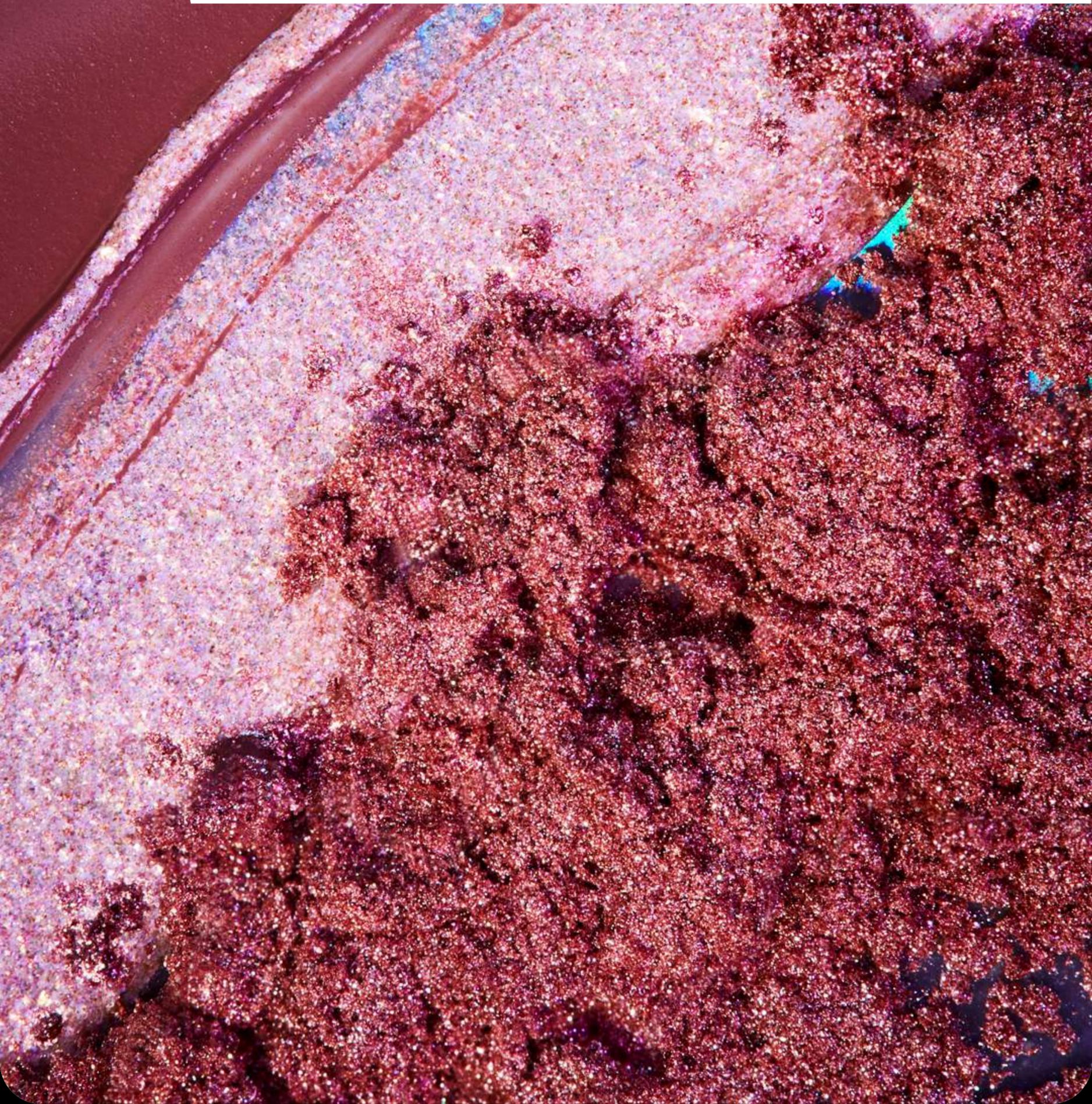




AssistantBrandCommunicationsManager ...



I then applied for a permanent role of PR Assistant which I was granted and then a year later was promoted to Assistant PR Manager. My role then changed slightly to involve internal communications (within No7 Beauty Company as a whole) so my job title changed to Assistant Brand Communications Manager.



Send message





AssistantBrandCommunicationsManager



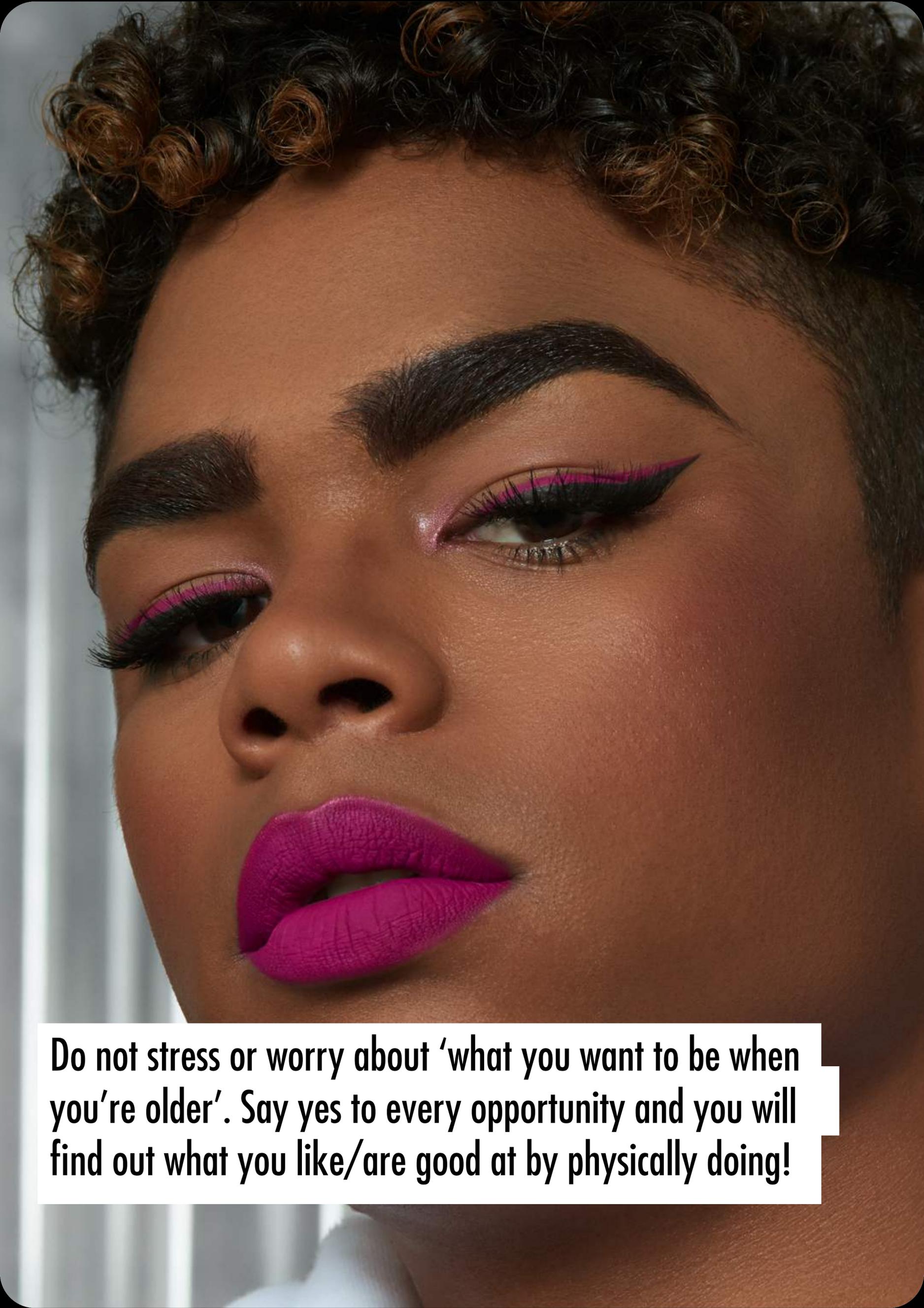
CAREER ADVICE I'D GIVE MY YOUNGER SELF

Send message





AssistantBrandCommunicationsManager



Do not stress or worry about 'what you want to be when you're older'. Say yes to every opportunity and you will find out what you like/are good at by physically doing!

Send message





Social & Content Lead



142
Posts

7535
Followers

453
Following

Social & Content Lead

Hi everyone, I'm Lauren and I'm the Social & Content Lead. I run the day to day social media channels (e.g. Instagram, Facebook, TikTok) - posting, replying to DMs and comments etc and making sure our marketing campaigns come to life across our social channels...

Follow

Message

Email



Great copywriting ability



Creative thinker



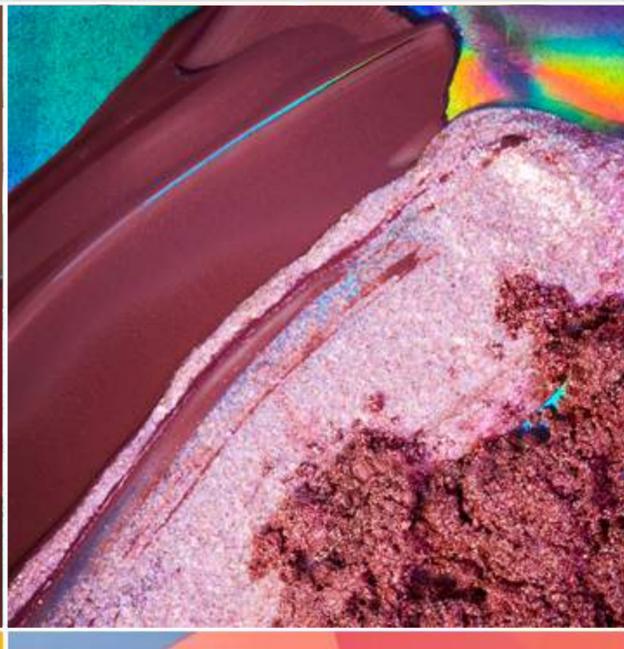
Working reactively and keeping up with trends



Good organisation and communication skills



A good story-teller





Social & Content Lead



142
Posts

7535
Followers

453
Following

Social & Content Lead

Hi everyone, I'm Lauren and I'm the Social & Content Lead. I run the day to day social media channels (e.g. Instagram, Facebook, TikTok) - posting, replying to DMs and comments etc and making sure our marketing campaigns come to life across our social channels. My key responsibilities include creating content for these channels as well as working with our production agency to create social imagery that brings our products and campaigns to life. I help come up with social campaigns - thinking of new, innovative and trending campaigns that we can run across our social platforms. From the idea, to the creation, and finally the execution. I also manage social collaborations with fashion and beauty retailers (e.g. Pretty Little Thing, ASOS and Look Fantastic) and work with PR to find influencers that will best bring our campaigns and products to life through their content.

Follow

Message

Email





Social&ContentLead



PATHWAY INTO CAREER

Send message





Social&ContentLead



I didn't go to uni, after studying Musical Theatre at The Brit School, I decided to do an apprenticeship in something completely different and ended up doing a Digital Marketing and Social Media for Business course.

Send message





Social&ContentLead



After this, I got a role as a Social Media Coordinator at Debenhams, working with their beauty brands. After this I moved to Sleek, starting as a Content Assistant Manager and now a Social and Content Lead for Sleek (and Botanics).

Send message





Social&ContentLead



CAREER ADVICE I'D GIVE MY YOUNGER SELF

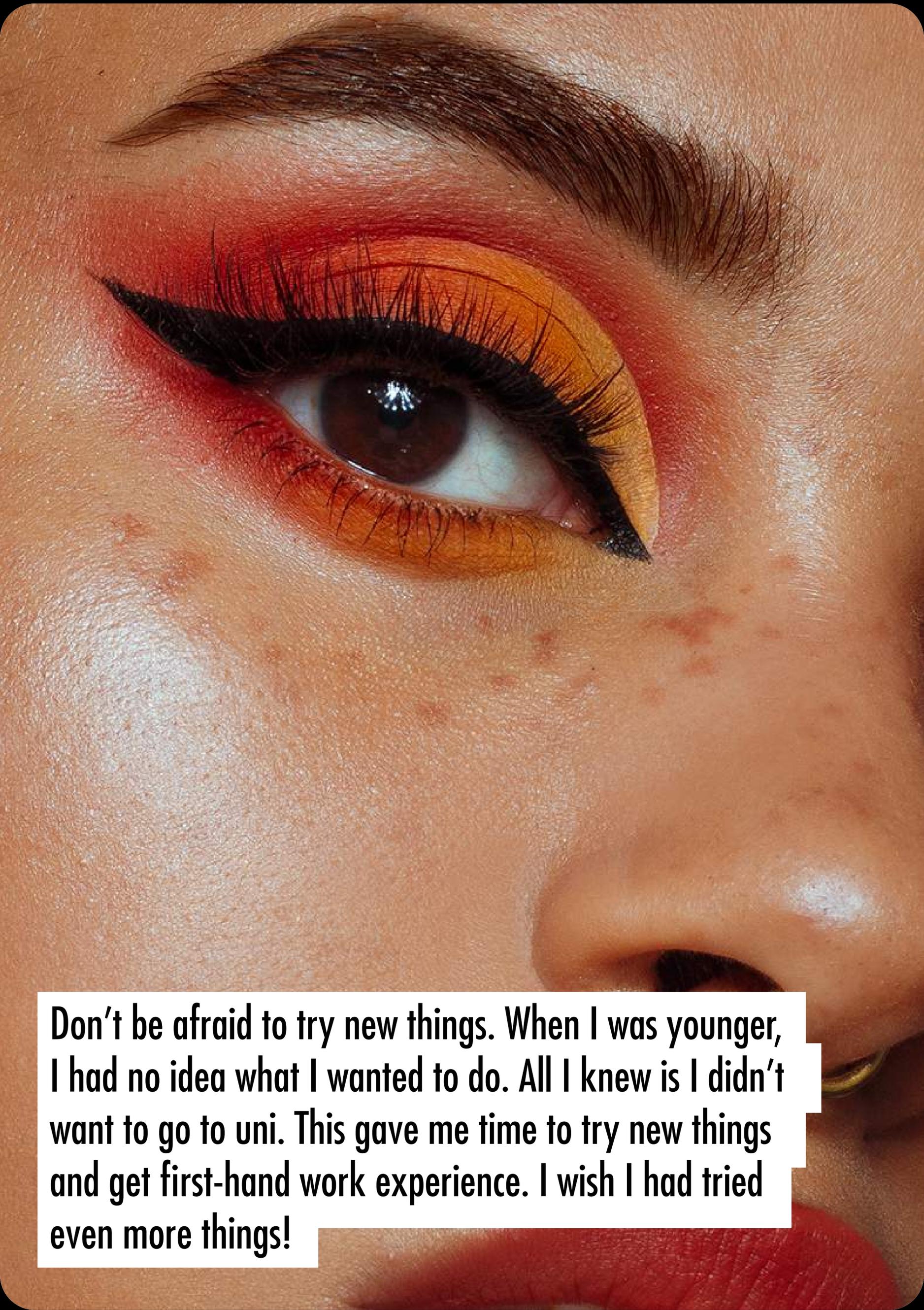


Send message





Social&ContentLead



Don't be afraid to try new things. When I was younger, I had no idea what I wanted to do. All I knew is I didn't want to go to uni. This gave me time to try new things and get first-hand work experience. I wish I had tried even more things!

Send message





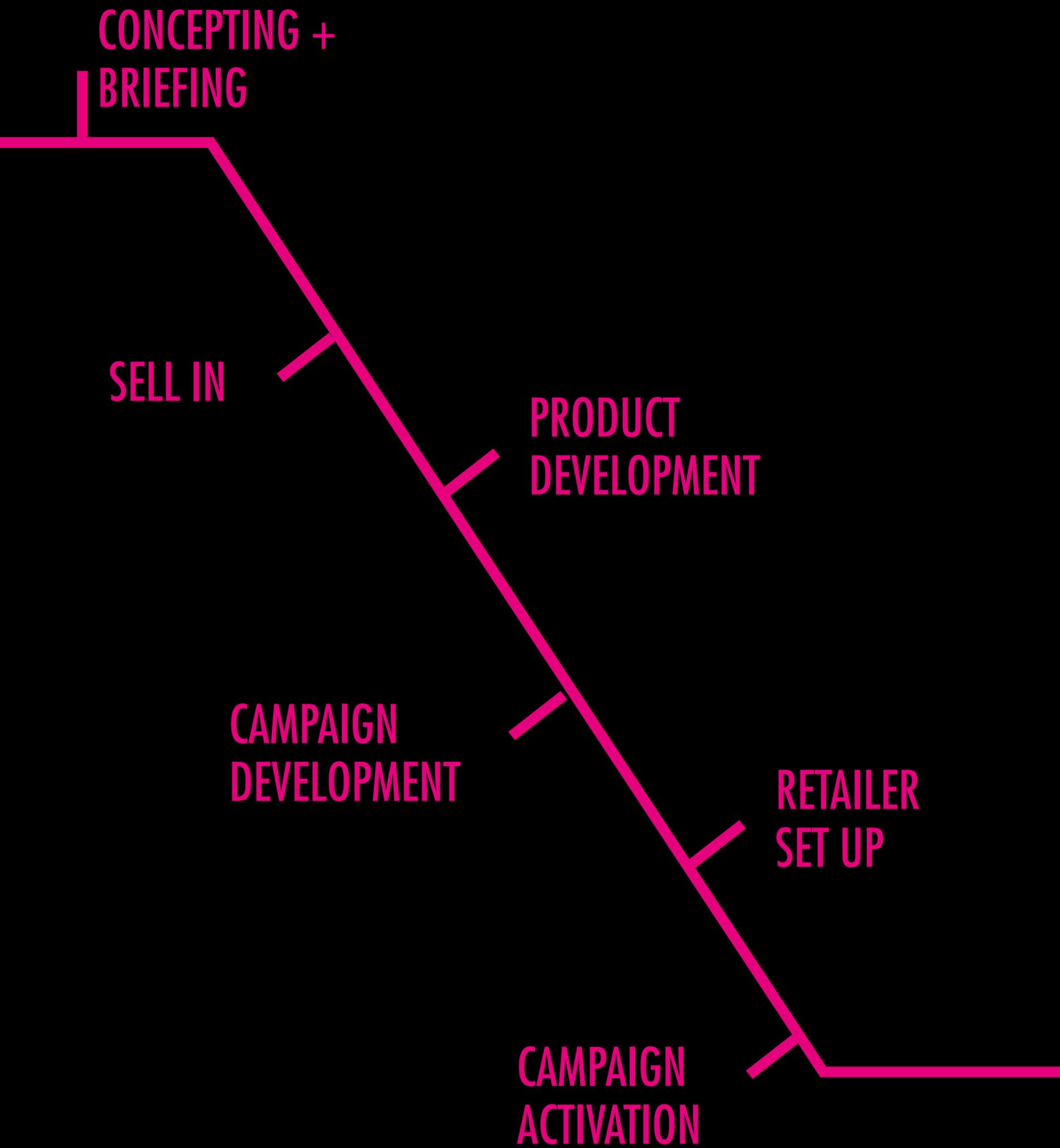
SleekMakeUP



THE MAKING OF A SLEEK PRODUCT

Send message





We will now walk you through the journey of a product, from when we first think of the idea to launching it in our retailers and on all of our platforms. Click through to see what happens at each stage and see how all the different teams feed into the process!

Send message





CONCEPTING + BRIEFING

PRODUCT TEAM

- Analyse trends & competitors
- Create brief (include cost, key product claims, colour benchmarks - based on other brands)
- Brainstorm product claims (what we can say about the product) with wider team (brand, social, PR)
- Brainstorm product names with brand, social & PR
- Brief the supplier
- Give key details to account team for retailer sell-in (e.g. product claims, key selling point of the product, pricing)

Send message





SleekMakeUP



ACCOUNT TEAM

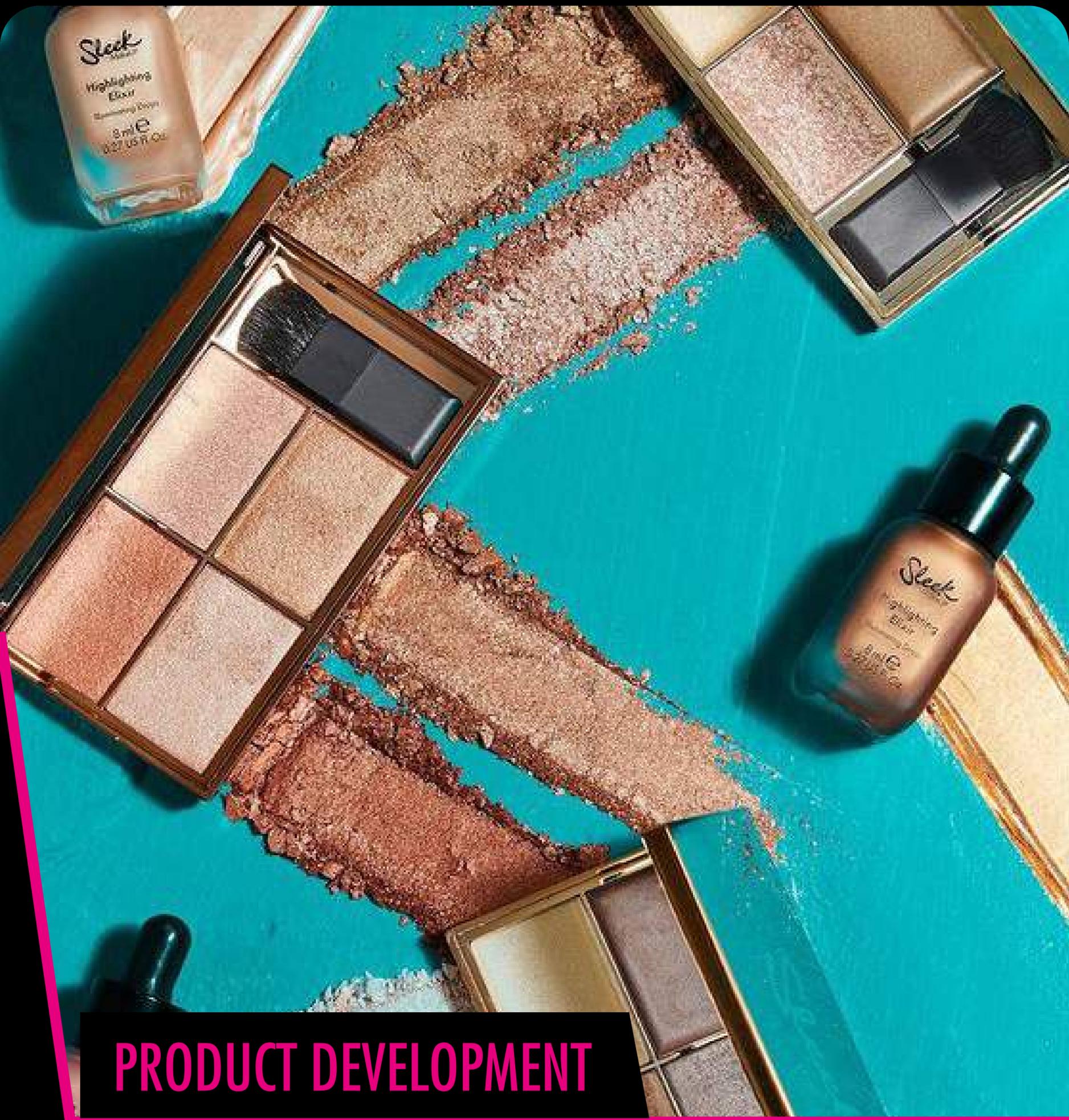
- Send product samples to the retailer buying teams
- Present product concept to key retailers to gain their interest
- Commercial negotiation (discussion of price and how much profit the retailer will make from each sale)
- Confirm how many products the retailer will buy from Sleek, to sell on to their customers
- Confirm what advertising and marketing Sleek is putting behind launch
- Create a JBP (Joint Business Plan), where Sleek works together with each retailer to maximise the success of the launch (e.g. by aligning our marketing calendar with that of the retailer)

SELL IN



Send message





PRODUCT DEVELOPMENT

PRODUCT TEAM

- Receive product samples from the supplier, feedback on these, proposing tweaks to the product and packaging if necessary
- Brief in packaging design with our internal design team
- Finalise key claims through the claims testing process (volunteers test the product and each 'claim' either passes or fails)
- Approve final product

Send message





SleekMakeUP



SOCIAL TEAM

- Brief all new social content (creative product shots and influencer content), in line with overall campaign objectives
- Attend & manage shoot
- Feedback on assets and sign off
- Create influencer calendar in partnership with PR, to obtain supporting content (videos and stills) from influencers

CAMPAIGN DEVELOPMENT



Send message





SleekMakeUP



ACCOUNT TEAM

- Ensure retailers have everything they need to launch online & in-store (product dimensions, product description, technical information, campaign imagery/videos, packshots, social content & swatches for VM)



RETAILER SET UP

Send message





CAMPAIGN ACTIVATION

BRAND & SOCIAL - PAID MEDIA

- Optimisation – Constantly monitor how campaigns are performing, making tweaks to how it is run to make sure we deliver on the campaign KPIs (key performance indicators/goals).

Send message



HELPFUL RESOURCES

BLUEPRINT FOR ALL

BLUEPRINTFORALL.ORG

GOOGLE GARAGE; FUNDAMENTALS OF DIGITAL MARKETING

LEARNDIGITAL.WITHGOOGLE.COM/DIGITALGARAGE/COURSE/DIGITAL-MARKETING

GENERAL ASSEMBLY

(OFFER A NUMBER OF FREE WORKSHOPS AS WELL AS GRANTS/BURSARIES IF YOU QUALIFY FOR REDUCED TUITION COSTS)

GENERALASSEMB.LY/EDUCATION?DATETYPE=ANY&EVENT=TRUE&FORMAT=CLASSES-WORKSHOPS&FREE=TRUE&WORKSHOP=TRUE

SO YOU WANT TO NETWORK

(SYWTN; PR SPECIFIC MENTORSHIP)

LINKEDIN.COM/COMPANY/SYWTNETWORK

MARKETING WEEK

(INSIGHTS, JOBS ADVERTISED, TRAINING ON OFFER)

MARKETINGWEEK.COM



Blueprint
for all

OTHER HELPFUL LINKS

INSPIRING INTERNS

[INSPIRINGINTERNS.COM](https://inspiringinterns.com)

NATIONAL CAREERS SERVICE

[NATIONALCAREERS.SERVICE.GOV.UK/CAREERS-ADVICE/](https://nationalcareers.service.gov.uk/careers-advice/)

CAREER-CHOICES-AT-18 GOVERNMENT KICKSTARTER SCHEME

[JOBHELP.CAMPAIGN.GOV.UK/KICKSTART](https://jobhelp.campaign.gov.uk/kickstart)

JOB HELP

(FROM JOBCENTRE PLUS; OUTLINES LOTS OF OPPORTUNITIES AVAILABLE)

[JOBHELP.CAMPAIGN.GOV.UK/STARTING-OUT-IN-YOUR-CAREER/](https://jobhelp.campaign.gov.uk/starting-out-in-your-career/)

FREE 2 LEARN

(OFFER FREE COURSES FOR ELIGIBLE 19+ YEAR OLDS)

[FREE2LEARN.ORG.UK/COURSES/](https://free2learn.org.uk/courses/)



Blueprint
for all