THE WORLD OF BEAUTY MARKETING WITH SLEEK MAKEUP
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.
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## DIFFERENT JOBS IN MARKETING WITHIN THE BEAUTY INDUSTRY

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<th>Role</th>
<th>Description</th>
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<tr>
<td><strong>PRODUCT</strong></td>
<td>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.</td>
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<td><strong>BRAND</strong></td>
<td>This team figures out the best, creative ways to promote existing products and new launches.</td>
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<td><strong>VM</strong></td>
<td>This stands for ‘Visual Merchandising’ - which is everything you see in store, from signs, to where the products sit on the shelves.</td>
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<td><strong>COMMERCIAL (SALES)</strong></td>
<td>This team create business plans to maximise sales and make sure the brand is hitting monthly profit targets.</td>
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<td><strong>PR</strong></td>
<td>The Public Relations team work with journalists and influencers to help spread the word about exciting brand news and launches.</td>
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<tr>
<td><strong>SOCIAL</strong></td>
<td>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.</td>
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## THE MAKING OF A SLEEK PRODUCT
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...
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).
PATHWAY INTO CAREER
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.
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.
CAREER ADVICE I’D GIVE MY YOUNGER SELF
1. Do not be afraid to change your mind and take the risk to do something you really enjoy.
2. Learn as much as you can from every experience. Sometimes these transferable skills become valuable along the way.
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.
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.
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...

Organisation
Resilience
Teamwork
Thinking ‘outside the box’
Not being afraid to ask lots of questions (and get things wrong).
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.
AssistantBrandManager

Send message

PATHWAY INTO CAREER
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.
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.
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](https://www.linkedin.com) profile for this!)
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.
CAREER ADVICE I’D GIVE MY YOUNGER SELF
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.
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.
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.
4.

Your opinion and voice matter, regardless of your title. Be bold, be honest and most importantly, be yourself.
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...
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!) 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.
PATHWAY INTO CAREER
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.
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.
CAREER ADVICE I’D GIVE MY YOUNGER SELF
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!
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.

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.
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!
PATHWAY INTO CAREER
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.
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).
CAREER ADVICE I’D GIVE MY YOUNGER SELF
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.
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.
3. Believe in yourself and don’t doubt your ability.
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...

Good relationship building skills
Strong negotiation skills
Good organisation and time management
Strong presentation and written communication skills
Strong numerical skills
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.
PATHWAY INTO CAREER
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.
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.
CAREER ADVICE I’D GIVE MY YOUNGER SELF
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.
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...
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.

Great communications skills – to people internally & externally to the business
Good copy writing skills
Great eye for detail
Creative thinker
Team Player
PATHWAY INTO CAREER
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.
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.
CAREER ADVICE I’D GIVE MY YOUNGER SELF
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!
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...
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.
PATHWAY INTO CAREER
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.
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).
CAREER ADVICE I’D GIVE MY YOUNGER SELF
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!
THE MAKING OF A SLEEK PRODUCT
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!
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)
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)
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
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
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)
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).
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)
GENERALASSEMBLY/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
OTHER HELPFUL LINKS

INSPIRING INTERNS
INSPRINGINTERNS.COM

NATIONAL CAREERS SERVICE
NATIONALCAREERSSERVICE.GOV.UK/CAREERS-ADVICE/

CAREER-CHOICES-AT-18

GOVERNMENT KICKSTARTER SCHEME
JOBHELP_CAMPAIGN.GOV.UK/KICKSTART

JOB HELP
(FROM JOBCENTRE PLUS; OUTLINES LOTS OF OPPORTUNITIES AVAILABLE)
JOBHELP_CAMPAIGN.GOV.UK/STARTING-OUT-IN-YOUR-CAREER/

FREE 2 LEARN
(OFFER FREE COURSES FOR ELIGIBLE 19+ YEAR OLDS)
FREE2LEARN.ORG.UK/COURSES/