

TRAINING & EDUCATION MANAGER (Full time, On-site)
ENVY Wigs & Hair Add-Ons
Indianapolis, IN

ENVY is all about confidence. And nowhere more so than with Product Education—designed to make retailers confident in their ability to sell ENVY Wigs AND wig-wearers confident they've found their perfect wig.

In this role, you'll actively research, author, and assist in the creation of video & printed materials that both sell ENVY to its retail partners; and help its retail partners sell ENVY to consumers. As a content creator and relationship builder, you'll keenly understand the value of a comprehensive T&E program:

- **To ENVY**—as revenue-driver (both through course fees and improved sales)
- **To Retailers** looking for sales support (who will sell the wigs they know the most about)
- **To Everyday Consumer**—as a means of building brand awareness and affinity.

The Manager is a big-picture thinker who considers all three when researching marketplace and ideating content. Role reports to CMO.

RESPONSIBILITIES:

Assess:

- Regularly conduct a deep dive into alternative hair marketplace, and report back on all product education efforts (whether retailer OR consumer-focused), including salon/wig-shop-focused classes; downloadable printed content; FREE Webinars on YouTube, Facebook, etc.
- Familiarize yourself with e-learning costs, class sizes, and all forms of delivery
- Regularly consult with Sales re: retailer's voiced T&E needs.
- Turn insights into an Educational Content Calendar (including Certification Courses, Launch Education Videos, and General ENVY U. content)

Produce

- Develop/conduct online Certification Courses.
- Provide Marketing with content for printed course materials
- Host (and provide product selling points for) for Livestream Launch Events.
- Recommend (and supply basic content for) general, consumer-focused ENVY U. content

- Curate/compile library of Product FAQs over time
- Ensure a standard of content befitting CEO Alan Eaton/ENVY's role as innovator and thought leader.
- Ensure Certification Courses feel ownable to ENVY (and not simply a copy of competitors)
- Partner with CMO and Project Manager to create production calendar and assure timely delivery of all printed/video materials.

Optimize

- Distribute/collect post-course surveys and report on findings.
- Provide Marketing with course details needed to effectively market/promote courses and content to retailers.
- Maintain/update list of those who took (or showed interest) in course.
- Customize/conduct occasional online T&E sessions to meet top retailers' needs.

QUALIFICATIONS:

- 5+ years relevant experience
- Experience training in Beauty/Hair industry required
- Full understanding of effective T&E practices
- Experience creating e-learning courses
- Excellent communication skills required
- Ability to travel
- Proven time-management skills
- Ability to tap into network of beauty/hair insiders a plus.
- Must feel comfortable in front of the camera
- Self-starter who requires minimal supervision

Benefits/Compensation:

- Excellent health, dental and vision insurance
- Paid vacations and holidays
- A generous discount on ENVY products
- A business casual work environment
- A healthy work/life balance

ENVY Wigs & Hair Add-ons is an Equal Opportunity Employer.

ABOUT ENVY

Feeling in control breeds confidence. And Designer & CEO, Alan Eaton, believes no woman should ever have to lose that confidence due to scalp sensitivity or thinning hair. Now entering its second decade, the Indianapolis-based brand is designed to be more wearable, and more affordable—with industry-changing innovations that deliver maximum comfort while making ENVY wigs indistinguishable from consumers' own natural hair.

Offering comprehensive education and custom merchandising, ENVY stands by its retail partners as passionately as its products. And with the constant introduction of NEW on-trend styles, continues to ensure that EVERY woman can experience the emotional and aesthetic benefits of wig-wearing.