

We are one of the most awarded manufacturers for innovative camping and outdoor sports equipment with roots in Australia. Our team for the EMEA region located in Switzerland, Norway and Germany is looking for you to join our office in Bielefeld as an

MARKETING SPECIALIST EMEA (F/M/D)

WHAT YOU CAN EXPECT:

- Develop and implement high-impact marketing plans in GER, AT, CH and CZ, following the established Global and Regional guidelines & roadmap.
- Manage Country Marketing Budget effectively, based on regional marketing mix guidelines and ensuring accurate invoicing management.
- Build and execute impactful Go-To-Market tools incl. trade marketing, Point-Of-Sales, digital tactics, sales materials to drive customer engagement and loyalty.
- Coordinate the adaptation of global marketing materials for local needs incl. translations.
- Manage and execute EMEA's organic social media strategy on platforms such as FB & IG incl. com. mgt.
- Coordinate the implementation of media campaigns, Trade Shows, Consumer & Editor/Press events and brand/influencer collaborations.
- Identify market opportunities by analysing industry trends, competitor strategies, customer needs, collaborating with local key players to create benchmarks for the EMEA region

YOUR PROFILE:

- Bachelor's or MBA degree in Marketing, Business or any related fields.
- 3-5 years of relevant Brand and Marketing experience with a focus on the DACH region.
- Strong commercial and/or wholesale/retail affinity
- Excellent communication and copywriting skills in German
- Good communication and copywriting skills in English, any other language is a plus
- Strong analytical skills for reporting purpose
- Experience with omni-channel strategies and digital media tactics is an advantage
- Proven track record in the German and/or European sport and outdoor industry is a plus
- You like to be outdoors in your free time

WHAT WE OFFER YOU:

- Supportive and friendly working atmosphere in an international team
- Individual and detailed onboarding programme
- Global work in an expanding company in the outdoor industry
- Exciting tasks with the possibility to influence your own work
- Open-ended contract, flexible working hours and the opportunity to work from home
- Employee-specific, internal and external training opportunities

We look forward to receiving your application:

Click here and apply within 2 minutes!

