

## **O'Neill Europe is looking for a Marketing Manager DACH**

*Germany – München*

As a Marketing Manager Germany you develop and implement a country specific Marketing Plan based on the European Marketing Strategy and you ensure that it will be executed accordingly. Furthermore you are the interface between O'Neill and its stakeholders in the country such as Sales Team, Customers, Media, Strategic Coop Partners, Communities and is in charge of strengthen the brand positioning in the local market.

### **THE SCOPE**

- **Marketing Plan & Budget:** You will develop and execute the marketing plan. Also you build the local marketing budget and you monitor it. Together with the Country Manager you prepare a seasonal Go to Market Strategy for Germany.
- **Media & Communications:** You steer the local PR agency, develop an annual PR plan together with them and monitor the execution. You develop the local media plan and you also develop and execute a local annual Social Media plan and monitor the achievements.
- **Team & Ambassadors:** You build a strong local team of athletes and ambassadors and create content ideas and plans with the local team in order to activate it. You organize and supervise the execution of content generation and ensure the distribution to all communication channels.
- **Events:** You organize and execute local grass roots events and ensures media capture to spread the content out to all communication channels.
- **Hot Spots:** You develop a Hot Spot Strategy for Germany and translate it into an activation plan. You also execute the Hot Spot activation plan and build strategic relationships to relevant partners in the Hot Spot and manage them.
- **Strategic Partnership Management:** You build relationships with relevant an potential key people and companies such as Photographers, Filmers, Production Companies, people from the surf and snow industry and community.
- **Trade Marketing:** You develop and execute together with Country Management an Account strategy and build strong relationships with the Accounts marketing departments. You are responsible for developing and executing B2B events and you support Sales Team with executing local tradeshowes.

### **REQUIREMENTS**

- Minimum 5 years' working experience within the field of Marketing, with a proven track record in key account management.
- Extensive knowledge of the Lifestyle & Sports industry
- Proven affinity with Action Sports and Youth Lifestyle in the field O'Neill operates in
- Excellent verbal and written communication skills of the English and German language