

JOB TITLE:	EMEA MARKETING COORDINATOR <i>(Brand Partner Support & Brand Management)</i>
REPORTS TO:	EMEA MARKETING MANAGER
DEPARTMENT:	MARKETING
EMPLOYMENT TYPE:	FULL-TIME
DATE CREATED/REVISED:	MARCH 2019

ABOUT BOA:

Boa Technology Inc., the creator of the award-winning, patented Boa Fit® System, is reinventing how shoes, medical braces, and equipment performs. As Boa looks ahead to the future, there is contagious excitement radiating across our offices in the United States, Europe and Asia. We are a collaborative, growing company where details matter and satisfaction with our product is paramount. The people of Boa are passionate, committed, collaborative and friendly. We know the joy of actively pursuing an idea, making it a reality and then moving on to the next challenge. If this work environment sounds attractive to you, then read on.

POSITION SUMMARY:

Further building the consumer face of our brand will be a crucial step in realizing the true potential of the Boa® Fit System globally. **The Marketing Coordinator EMEA**, focused on brand partner support & brand management, will play a key role in facilitating the successful execution and activation of the Boa brand through Boa and Brand Partner channels, across all major business segments (Athletic, Run, Cycling, Outdoor, Snowboard, Workwear and Medical). Aside from being a creative and driven marketer, the successful candidate will need to have a passion for sports and a hunger to play a dynamic part in a growing business.

DUTIES AND RESPONSIBILITIES:

- Support the EMEA Marketing Manager in the development of the annual Brand Partner plan.
- Work seamlessly with our Account Management and Brand Partner teams to ensure all product launches are captured, all planned initiatives are executed, and all day-to-day requests are handled in a timely and proactive manner.
- Collaborate with our Global Marketing Teams (Brand & Product) to develop segment messaging that answers the specific needs of the EMEA region.
- Work with our in-house EMEA Graphic Designer to develop all Brand Partner communication assets (Social content, Advertising, Sales collateral, Catalogues, Handbooks etc.).
- Coordinate Boa's presence and activation at key trade shows.
- Ensure all Boa corporate identity is up-to-date and the relevant templates & tools are made available to all internal and external counterparts.
- Support the EMEA Digital Specialist with the update of Brand Partner product and communication on Boafit.com.
- Coordinate the planning, ordering and management of all Boa powered products for PR, Athletes and staff.

QUALIFICATIONS AND EXPERIENCE:

- University degree in marketing, communications, or related field
- Minimum 3 years of marketing experience within the sporting goods industry
- Fluent in English and German (written and spoken) is required – Italian, French or Spanish is appreciated
- Excellent communication skills both verbally and written
- Team oriented, flexible, open minded and thoughtful
- Passion for sport, the outdoors and having some fun
- Genuine interest in exploring Boa featured products in its various activities
- Highly organized with strong attention to detail and the ability to adhere to timelines
- Proficiency in Microsoft Excel, Word, Outlook and Power Point
- Willingness/ability to travel 10% both domestically and internationally.

*The salary is based on the KV Handel and we are willing to overpay depending your experience and skills.
If this sounds like you, please send your application to: jobsEU@boatechnology.com*