



Head Of Marketing - Verbier/Innsbruck

We are seeking a strong marketing manager with vision to lead our lean, talented, global marketing team. Engaging with our fans, who are the reason we exist, is at the heart of this role. For us, marketing is not advertising, it's not about capturing consumers, it's about engaging with and building lifelong relationships with a special Collective of outdoors fans. Our communications, our events and our vision is primarily organic, and focused on raising the game – our own and that of our industry. And an obsession for the mountains, escape and skiing is a must.

RESPONSIBILITIES

Brand Management

- Develop and Lean a digitally focused marketing strategy
- Tactical implementation of core brand values
- Manage the marketing budget across global markets

Content Development

- Film and visual asset creation – both concept and production
- Copy briefing and editing
- Design awareness

Promotion

- Digital native
- Analytics with a strong focus on reviewing and improving
- Successful partnerships, i.e., with resorts, aligned partners
- Fan event management with clear impact

Trade partner success communication

- Full-year communications, supporting assets – print & digital
- Trade event management (we run several globally annually)
- Sales meeting event management
- Visual merchandising, POP & sales team support for retail activation

Management & Leadership

- Clear logical thinker
- Strong communicator
- Eat the dogfood, walk the walk
- Management experience
- Strong presentation skills

Product Development interaction

- Continuous two-way communication with the product development team
- Researching market needs based on real cases, not just statistics and 'personas'
- Assessing existing product feedback and defining priority improvements

Athlete Management

- Athlete assessment, cultivation and direction
- Right balance of personal fit and brand impact
- Empowering the athlete team members to grow personally and professionally
- The role will be based either in Verbier, Switzerland or Innsbruck, Austria where core product and marketing activities are developed. In an exceptional case the role can be based in Shoreditch, London.

REQUIREMENTS

- A university degree
- At least ten years experience in marketing
- Ideal candidates will have brand experience with soul-oriented brands
- Apparel experience a plus
- French language skills a plus
- Strong facility with modern business tools, from digital systems to presentation management and development software to VOIP and other means of productive communications
- A 'startup' mentality – things get done because we make them happen
- It would be unlikely that a candidate who is not an avid skier would fit the profile

We believe that people are demanding more from their products – their skis, their clothes, everything they use. Not just marketing guff – quality craftsmanship, heart and soul we can relate to. And sharing it all with friends. We bring unrealistic commitment to growing to our team as well. For those of us creating this little company with ambitions to excite fans everywhere, it's a dream job. It's also intense, with long hours on the road, in the workshop, online and on-snow. We operate with an ethos of trust, being different, taking responsibility, and we respect the Collective