



Marketing Coordinator Madshus / K2 Skates (m/f/d)

FULL TIME

82377 Penzberg, Deutschland

Remote (hybrid)

With Professional Experience

2/10/23

WHO WE ARE

Elevate Outdoor Collective is an alliance of iconic outdoor and winter sports brands with a specialized focus on skiing, snowboarding and snowshoeing. With each unique brand maintaining its own individual points of view and driving independent innovation, the Collective is fueled with the strength of world-class development facilities and engineers, global distribution channels and committed outdoor lifestyle enthusiasts and experts. Our brands include K2 Skis, K2 Snowboards, Marker, Dalbello, Völkl, RIDE Snowboards, LINE Skis, Backcountry Access, Atlas Snow Shoe Co., Tubbs Snowshoes, Madshus and K2 Skates.

With an international portfolio of world-renowned brands recognized as trailblazers in innovation, performance and, most importantly, fun times by active lifestyle enthusiasts across the globe, Elevate Outdoor Collective will continue its mission to progress the culture of each and every outdoor endeavor it represents. As "One Team" backed by world-class development facilities and product engineers, incredibly talented athletes and ambassadors and a top-notch crew of employees who live and breathe the outdoor active lifestyle, Elevate Outdoor Collective is eager to take things to the next level.

POSITION OVERVIEW

The Marketing Coordinator Madshus / K2 Skates ensures the proper execution of all GTM initiatives in the European market.

RESPONSIBILITIES

- > Execute above and below-the-line communication strategies
- > Create and collect necessary marketing materials and content for media and retail
- > Coordinate and execute PR activities and connect with journalists/media houses
- > Plan, coordinate and execute pan European test tour and promotional consumer/dealer/media events
- > Coordinate and serve the athlete and ambassador teams
- > Create content based on needs and brief
- > Contribute to the creation of brand, product and campaign presentations
- > Preparation and compilation of all necessary product information, texts and translations
- > Preparation and provision of all necessary tools for trade, order and consumer fairs or events
- > Collect and streamline athlete, influencer and end user feedback and create a reporting

- > Execute, monitor and report retail marketing campaigns and in store activations
- > Execute retail incentive programs
- > Implementation of product trainings (in-house, retail, key accounts, etc.)
- > Planning, ordering and inventory management of all demo products

MINIMUM QUALIFICATIONS

- > 2+ years of work experience in winter sports/ sporting goods industry
- > Strong understanding of the sports industry, market and lifestyle
- > Strong proficiency in cross-country skiing - with network among athletes and coaches
- > Ability to travel extensively
- > Excellent work ethic and enthusiasm
- > Ability to organize multiple tasks and manage projects
- > Highly motivated
- > Possession of advanced computer skills: MS Office, Adobe products are a plus
- > Strong interpersonal and presentation skills
- > Preferred Education: Minimum B.A. in Sports Marketing or related degree

HAVE WE AROUSED YOUR INTEREST?

Then, please send your informative application documents with salary requirements and earliest possible starting date to:

HR Team Penzberg
Maria Jaksch
0049-8856-8000-202

**APPLY ONLINE ([HTTPS://JOBDB.SOFTGARDEN.DE/JOBDB/PUBLIC/JOBPOSTING/APPLYONLINE/CLICK?
JP=28601975](https://jobdb.softgarden.de/jobdb/public/jobposting/applyonline/click?JP=28601975))**
