



## Marketing Manager EMEA – Wilson Team Sports

Frimley, Surrey, United Kingdom / Garching near Munich, Germany

### POSITION DESCRIPTION:

As The Marketing Manager you will work with the Regional Commercial Manager in EMEA to create and deliver the Wilson brand objectives for Team Sports throughout EMEA, in collaboration with Licensed Partners and Retailers (eg NFL, FIBA...). You will work closely with the Head Office Marketing Team who create the necessary tools required to 'bring the brand to life' and maximize the opportunities for Wilson, by leveraging the Partner Rights available through Sponsorship Agreements and Distribution.

### PARTNERSHIPS & EVENTS:

- Collaborating with existing and potential new Partner & Licensed Teams to plan and execute the consumer marketing strategies and 360 integrated marketing plans
- Briefing and providing clear, concise feedback for the creation of marketing assets such as campaign creative, digital/trade advertising, event activations, and POP.
- Collecting and distributing insights and creating recaps from the Leagues/Partners
- Sourcing and managing category influencers, licensed content, & out of the box creative needs
- Owning the Marketing Tool Kit at Partnership and Grassroots events

### GO TO MARKET:

- Managing the creative development process for the local marketing teams in Team Sports, to ensure on-time delivery of these assets by working closely with cross functional teams globally.
- Contributing to brainstorming sessions, collecting insights, trends from the marketplace and serving as the bridge between commercial team and marketing needs (go to market asset production).
- Creating professional marketing presentations that communicate marketing plans and consumer insights and trends to internal teams and customers.
- Curating and developing content calendars by sport across Social, E-tail, B2C.
- Delivering ready-to-post content to publish & distribute across applicable channels
- Collaborating with the Ecommerce Manager to enable direct to consumer sales opportunities through Wilson platforms eg B2C, B2X & B2T.

### YOUR PROFILE:

- Bachelor's degree in marketing, communication or related field essential
- Minimum three years' work experience in marketing for brand, league or agency
- Fluent verbal and written English
- Excellent project management and analytical skills
- Agency management experience preferred
- Advanced Power Point skills – from content development to professional, streamlined formatting
- Experience running Direct Marketing & Social Media Campaigns with proven results

### REQUIRED COMPETENCIES:

- Passion for sports, particularly American Team Sports a plus (Basketball, Volleyball and American Football)
- Strong collaborating skills
- Adaptable to different people and cultures
- Consumer mind-set
- Self-Motivated and efficient
- Creative problem-solving skills
- Big picture thinker
- Digital product curiosity
- Independence and autonomy

### WHAT WE CAN DO FOR YOU:

- An interesting role in a challenging industry
- Opportunity to work with global partners, such the NFL and FIBA
- Career progression opportunities
- The opportunity for independent and self-reliant work
- A friendly and vibrant working environment in a dynamic and international team

Please submit your application [online](#).

When making the application please state your salary expectation related to this role.

