



Through performance driven design, **Salomon** delivers innovation and progression to mountain sports; converting new ideas into action and expanding the limits of possibility. Salomon's heritage, culture, and commitment are tied together by one simple concept: the world's leading mountain people creating the world's leading mountain products. Salomon is responsibly committed towards the outdoor through its Play-Minded Program. Diversity is one of Salomon's five values, therefore we are committed to creating an inclusive environment for all.

POSITION TITLE: Marketing Specialist Etail Accounts DACH (m/f/d)

LOCATION: Garching near Munich

POSITION DESCRIPTION:

As Marketing Specialist Etail Accounts DACH you are responsible for planning, developing, and executing best in class marketing plans for the top EMEA digital key accounts to gain market share and stand out from the competition. You will also support local market etail/digital content production for selected customers and follow up on execution.

You will work in close collaboration with our Etail Key accounts, Marketing agencies, external content providers departments. You will report directly to the Marketing Manager Winning Accounts EMEA.

MAIN RESPONSIBILITY:

- Create marketing strategies and plans to gain market share with best Brand consistency
- Trade marketing contact for e-tailers, work with SAM and SDA to develop and deliver the customer marketing plan, identify account shopper profile to develop seasonal plans
- Develop and manage implementation of local marketing plan to complement global plan
- Manage and align marketing budgets to maximize ROI and drive revenue growth
- Evaluate via our OSEF process the quality of our presence with the selected partners
- Ensure providing the best brand/consumer experience with our key partners
- Recommend the SAM/SDA areas to improve our brand presence within negotiations
- Create and manage our wholesale digital brand stores and showcase Best/Worst cases by bsns area
- Provide guidelines and share via the EMEA E-tail community best practice examples
- Take full ownership of the presentation of product content and brand stores, supporting our partners in creating tailored content solutions utilizing our brand center
- Co-ordinate internally the relevant product copy including translation, enhanced viewing options and media content to ensure products are presented consistently cross border
- Provide feedback to Brand HQ and EMEA WA MM on toolbox required to present our product content through our strategic accounts (360 images, video, selector guides, prod attribution,..)
- Support retailer on linked products/ basket building ideas through features like "Customers also viewed/bought" "Complete the outfit" etc
- Deliver digital campaign assets to local Shoppers and selected customers for local executions managing the interface with internal/ external content production agencies
- Lead assets list creation for applicable consumer touchpoints, ensure planning and on-time delivery of the integrated marketing toolboxes
- Utilize customer conversion data to identify opportunities to enhance our product content and drive sell through within the retailer
- Build action plan based on digital KPI provided by the bsns analyst (share of shelf, traffic, conv rate)
- Market trends: keep updated on technical trends within the E-commerce sector on how retailers / brands are presenting their product stories to consumers
- EMEA link: provide support to EMEA digital marketing to help implement our campaigns with strategic accounts; align closely with own E-comm teams to share best practice and identify opportunities to enhance our web presentation using performance data

YOUR PROFILE:

- University Degree level and Driving License
- Minimum 3/4 years of experience in Digital sales accounts or Digital Trade Marketing. Experience in working directly with digital accounts is a plus. Sports industry experiences or passion for sports is an advantage
- Fluent in English
- Command of Microsoft Office, graphic/design programs are a plus

REQUIRED COMPETENCIES:

- Delivery and presentation of customers plans; Understand consumer and trade needs
- Experience of developing product copy or digital images is advantage, knowledge of web reporting software, high levels of awareness of SoMe and digital trends
- Experience in working in fast paced environment, strong analytic, summarization & problem-solving skills, project management skills
- Output orientation: Develop and manage operational results: set themselves ambitious targets, achieve them and know when to step back to improve the results. Be proactive, assert themselves.
- Sense of customer service: Understand and integrate the needs of internal/external clients, to respond adequately in line with the interest of the company.
- Ability to work as a team member and to collaborate: Promote information sharing and team spirit, contribute to collective efficiency.
- Ability to lead and/or support the change: Encourage, bring about and manage the change. Able to question themselves and adjust their behavior and methods (if necessary) to achieve results.
- Creativity and innovation: Explore, make new ideas come to life, striving ceaselessly to improve. Be creative to fall within innovation projects regardless of their level of responsibility.
- Professional commitment: Demonstrate passion and personal investment to develop our brand.
- Integrity and trust: Respect corporate values and the duty of confidentiality.
- Results oriented, business focused, high attention to detail, rigor, excellent interpersonal, verbal and written communication skills, multitasking skills, entrepreneurial.
- Due to its nature, the role requires an average presence of 1 day/ week in the Salomon German office near Munich, plus attendance to the required meetings.

WHAT WE CAN OFFER YOU:

- An interesting role in an exciting industry
- Career progression opportunities
- The opportunity for independent and self-reliant work
- A friendly and vibrant working environment in a dynamic and international team

If the scope of these responsibilities meets your expectations, please be welcome to apply [online](#).

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