

Shopper & Regional Marketing Manager Outdoor & Cycle DACH

This role will require you to develop the regional and shopper marketing strategies for the DACH region across the Berghaus and Endura brands.

You will be working in close cooperation

- with the Brands to activate and regionalize where required the global brand strategy and campaigns and
- with the account managers and customers to deliver activation plans that increase conversion of our brands at the point of purchase.

You will be developing our brand availability and visibility across the DACH region has been identified as a key growth driving opportunities for Pentland brands.

We want to deliver a best-in-class consumer experience when consumers choose to engage with our brands across the full consumer and shopper journey in our DACH region.

Enable our brand to accelerate faster with the Key Customers in the region.



Endura was founded in Scotland in 1993 with a no-nonsense commitment to advancing the performance and function of cycle apparel for all.

As a maverick brand, it immediately launched a host of novel and challenging products that have gone on to earn iconic status globally and, in many cases, reset the benchmark of function and durability for the industry.

This philosophy and disruptive innovation have carried the brand from Scottish local hero to global market leader.

At Berghaus we believe the best of life is lived outdoors. And that absolutely nothing should stop you being there. Rain, icy winds, sunshine... it really doesn't matter. This is the feeling behind Berghaus. We know great kit is the difference between enjoying the outdoors and truly loving it. Providing full protection from the elements, our iconic Extrem range is built to maximise your moments spent at high altitude. We've racked up more than 50 years' experience creating outdoor gear that's beautifully designed and built to last.

Key responsibilities/ duties

- + Develop the regional activation plan to ensure that it delivers against the priorities for the brand and the region. Manage the team to deliver a plan that ensures we show up in every interaction through world-class showrooms, trade shows and regional consumer events.

- + Be the voice of the DACH region within the Berghaus and Endura Brand teams. Influence, engage and educate the brand team on what is needed to win in Germany as a priority market and the rest of EMEA. Ensure that Germany is at the heart of the Brand strategy.
- + Work with the global brand teams to ensure we receive marketing assets aligned with our DACH Customer needs. Where required develop DACH specific assets that still deliver against the brand priorities with a regional lens.
- + Develop and deliver DACH priority customers shopper marketing activation plans that inspire and excite our consumers and shoppers. Aligned to our regional and brand plans that will deliver significant growth and ROI.
- + Support the marketing team in DACH to ensure that all projects are owned, managed, and measured, taking necessary interventions to keep them on track.
- + Monitor and evaluate all regional and shopper marketing activations to ensure ongoing continuous improvement. Share results at least quarterly with the Brand and Customer teams to ensure we maximise our return on our investment and improve our future go to market execution.
- + Develop relationships with key marketing personnel in our priority customers. Support and influence our customers develop their marketing plans within the JBP process (where appropriate). Lead the development of plans to over deliver on our key propositions and ensure we land them as part of the sell-in process.
- + Partner with appropriate local agencies to deliver tailored content and point of sale. Ensuring that all content / material is aligned with our brand and sustainability guidelines.
- + Manage the Regional and Shopper marketing budget. Ensure the budget is managed in accordance with guidelines, spend and timeframe. Work with finance on all annual requirements such as accruals and future budget forecasts.

The must haves:

- + Fluency in English and German (C1), fluency in another European language is a +
- + Proven track record in the DACH region as a senior sales and marketing manager – previous experience in the Outdoor or Cycle Industry is a plus but not a must.
- + Strong Influencing skills – Experience of influencing and engaging key players in customer organisation.
- + Experience and understanding of working with customer marketing teams.
- + Experience of working in a multi-functional team & working in a matrix environment as well as managing key stakeholders across multiple working locations
- + Demonstrated experience in building a brand in DACH
- + Good understanding of retail and commercial models
- + Strong planning, organisational and prioritisation skills
- + Understanding of retail and commercial models

- + Matrix mind-set and can build trust quickly
- + Master's degree or equivalent, preferably with a specialisation in marketing and/or sport management
- + Passionate about cycling and the outdoors
- + Willing to travel to UK and across EMEA when required

Key stakeholders

Global Head of Brand / Brand Manager/ PR Manager and Marketing Coordinator / Digital Media Manager/ Outdoor & Cycle Commercial Teams / Priority Customer Marketing Contacts / Key Agency Contacts

If this sounds like the perfect role, please apply by clicking the link below:
xxxxxxxxxxx.com

About Pentland:

Building a family of brands, for the world to love, generation after generation.

- + We are Pentland Brands, a global family business bringing some of the most loved active and footwear brands to millions of people around the world.
- + We own **Endura, Berghaus, Speedo, Canterbury of New Zealand, Mitre, ellesse, Boxfresh, SeaVees, KangaROOS and Red or Dead**. We're the UK licensee for **Kickers** in the UK and we also have a joint venture partnership for **Lacoste footwear**.
- + To find out more go to www.pentland.com or follow @pentlandbrands on Twitter, LinkedIn, Instagram, or Facebook.