



BRIXTON EUROPE BV

Weesperzijde 29-II
1091EC Amsterdam
The Netherlands

Job Description

Employee: Open

Job Title: European Marketing Manager
Department: Marketing
Reports to: GM Europe
Dotted Line to: Director of Global Marketing

Summary:

The main responsibility of the Marketing Manager is to activate Brixton's marketing initiatives in the European market place, and to obtain and utilize Brixton's marketing assets. To analyse marketing performance, and produce well organized data reflecting seasonal, quarterly, and/or annual performance.

Essential Duties and Responsibilities: (Other duties may be assigned on an as needed basis.)

- Collaborate with the Director of Global Marketing (US based) to activate a cohesive global brand presence for all marketing initiatives.
- Execute the seasonal GTM plans, key initiatives, and seasonal marketing stories in the European region
- Build, execute, and track the European retail marketing plan, including but not limited to, in-store displays, employee interaction, product knowledge clinics, and custom displays.
- Prepare communication detailing regional wins and losses by season; evaluate the effectiveness of the marketing program and recommend improvements.
- Manage the European marketing budget
- Monitor and manage KPI's. Prepare quarterly reports to measure ROI of marketing initiatives
- Work with the Director of Global Marketing to ensure the necessary POP is created for the European market.
- Manage the inventory levels of the Europe retail marketing assets to maintain appropriate levels.
- Manage all aspects of European tradeshows including booth space negotiations, booth set up/tear down, and organization and delivery of all products/supplies to and from tradeshows, and overall event execution.
- Collaborate with the Director of Global Marketing (US based) and European Sales Manager in the planning and execution of local sales meetings.
- Coordinate European retail/customer events that are designed to drive sales and build brand exposure.
- Will work with the Ecom and Digital Marketing teams on analysis, activation, and strategic planning for digital activation and website content
- Establish and maintain a Union/Brixton ambassador program for Europe, in cooperation with global counterparts.

Experience and Background:

- 5 years of experience in marketing, sales, pr
- Ability to build relationships across all levels and functions of the organization, and use influence to motivate cross-functional teams to reach business goals
- Excellent interpersonal and leadership skills
- High level of accuracy and attention to detail
- Strong analytical skills
- Strong European Network
- Digital First Mindset
- Excellent verbal and written communication skills
- Time Management
- Proficient in MS Office