

Job Description	
Job Title	GLOBAL BRAND MANAGER AT SALOMON SNOWBOARDS
Location	SALOMON HQ, ANNECY, FRANCE
Function	Strategic marketing plan / seasonal marketing toolbox creation / Global activation
Cost center Location	Snowboard BU international Marketing budget
Reports to Hard Line:	Business Unit Manager
Reports to Dotted Line:	SWSE brand manager
Supervisory Responsibilities	MANAGES Sports marketing manager MANAGES PR and digital marketing coordinator
General Purpose of the Job	-Deliver the midterm Salomon Snowboard brand positioning and strategy -Define, drive and track the Omni-channel seasonal marketing activation plan in all markets (strategy/budget/tools) -Brief, create and deliver the seasonal marketing toolbox based on customers and consumers touch points
Main Responsibility Areas	To perform this job successfully, an individual must be able to perform each essential duty and responsibility satisfactorily: <ul style="list-style-type: none"> • Collect and synthesise consumer insights and competitors analysis • Define and update the global Brand positioning and strategy for Salomon Snowboards in collaboration with Business Unit management and Sports marketing • Contributes to the seasonal “Key Initiative” definition in collaboration with commercial/PLM/brand & Go to Market stakeholders • Elaborate the storytelling / visual expression of the seasonal “Key Initiatives” • Select and prioritize the consumer touchpoints for each • Defines the seasonal marketing toolbox • Build the creative brief for all marketing tools (digital/POP/campaigns...) • Follow the proper execution of the marketing tools • Feed and update the seasonal Data Base for Marketing assets • Create and refine the local Go to Market activation plans • Present the seasonal marketing strategy/toolbox and Activation plan to key internal stakeholders • Insure relevant resource allocation for A&P (Advertising and promotion) both at HQ and GTM levels • In charge of the global marketing budget • Track the local execution of marketing plans • Support Go to market marketing and commercial teams in activation phase • Punctually contributes to product and concept elaboration ortPRE
Needed Competencies	The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. <ul style="list-style-type: none"> • Deep knowledge of the Action sports / snowboard industry • Perfect English • Strategic vision • Leadership • Multicultural management skills • Up to date marketing know how (social/digital/omnichannel) • Ability to organize and coordinate multiple projects simultaneously • Creativity, curiosity open mind with relationship building skills • Able to prioritize work load and respect timelines • Reliability • Sharp communication abilities • Presentation skills • Willingness to travel and take part in events and trade shows.
Needed Work Experience	5 to 10 years related experience in marketing (within brand, media or distribution)
Education	Master’s degree / business school
Scope of work	Global
Physical Demands and Working Environment	Basic business activities / travel / on field testing or riding