



ELAN is always striving for excellence and innovation. We are looking to find highly motivated and disruptive individual with experience in all aspects of the marketing department including branding, product marketing, creative, PR, ad buys, social, web, direct marketing, outreach, project management and race/ambassador programs. You will work in our head office in Begunje, Slovenia.

#### **Marketing Communications Manager (m/w)**

- Creating and implementing of Elan winter division marketing programs across all platforms and go to market campaigns to increase market share
- Lead all marketing efforts for Elan winter division including, assets creation (photo, video, copy write), product launches, project management, media outreach and preparation of annual asset calendar
- Participate in creation of marketing strategy and coordinating with and managing agency partners
- Design and develop creative communication and marketing products, such as internal brainstorming, presentations and briefings
- Oversee PR efforts for endemic and non-endemic outlets for Elan winter division
- Oversee social media plans and content for all digital platforms
- Preparing strategy, manage and assure growth of Global Elan Race/Ambassador Program
- Work with sales departments to measure marketing campaigns & activities efficiency (reporting, KPI definition) and preparation of marketing reports and analysis with intention of improving
- Implement and organize new processes, products or tools in a structured and precise manner
- Assis to Global Head of Marketing with all brand and marketing initiatives

#### **Required Education:**

- Bachelor's or master's degree in marketing, communication, business or related field

#### **A successful candidate is someone who:**

- has for at least 3 years in sport or outdoor industry experience
- has the ability to adapt to various responsibilities and situations
- knows how to manage priorities and to identify and tackle emergencies
- is organized, precise and persistent at every stage of the job
- has strong communication skills; internally and externally, written & verbal
- has a good command of English; multiple languages are not a must but are encouraged
- has experience managing multiple projects simultaneously
- has experience in budget planning and management
- is proficient in Word, Excel, Outlook, PowerPoint and Social Media
- embraces the unknown

If you are interested, please send your CV and motivational letter until August 4, 2019 at the latest to [kadri@elan.si](mailto:kadri@elan.si).