

# K2 SPORTS



## About K2 Sports:

Our mission is to create the most innovative tools for our consumers to provide the best experiences, push the sports, and strengthen the culture. K2 was born in 1962 as America's ski company on Vashon Island in Washington State's Puget Sound. Renamed in 2003 as K2 Sports and now based in Seattle, the company today is an international portfolio of world-renowned brands recognized as leaders in the innovation, marketing, and quality of our products and services. Driven by a passion for our sports and enthusiasts, we make alpine skis, snowboards, snowshoes, in-line skates, avalanche safety tools and Nordic ski equipment, apparel, and accessories. K2 Sports Europe GmbH is the European distribution organization of K2 Sports LLC.

## About the role:

Currently we are looking for a **Marketing Coordinator Europe (m/w/d) K2 Skis - B2B & Backcountry Access (BCA)** who will take responsibility for our global strategy and transfers it to the European market.

## What you will do:

- Execute the seasonal GTM plans, key initiatives, and seasonal marketing stories in the European region at retail level
- Build, execute, and track the European retail marketing plan, including but not limited to, in-store promotions, employee interaction, product knowledge clinics, and custom displays
- Coordinate and further develop all online-to-offline through the line marketing activities for the European market with focus on retail promotions
- Coordinate budget allocation and ensure adherence to budget plans
- Ensure brand and product appearance consistency across all retail communication channels
- Work closely with the European Sales department to ensure hand in hand workflow
- Travel in field to better understand product utilization & competitive intelligence directly from the market, customers and sales reps

## You will be successful in this position if you:

- Have successfully finished your studies in economics with focus on marketing
- Have experience in (sports) marketing for a consumer company or agency
- Are familiar with the full MS Office software package
- Have strong communication skills, a hands-on attitude and are highly self-driven
- Have the ability to organize multiple tasks and manage projects
- Speak English on a fluent (business) level, German is a plus
- Are willing to travel internationally and have a driving license (class B)
- Are a skiing enthusiast who loves the outdoors

## What we have to offer:

- A dynamic and young team of talents that gives room for creativity and self-fulfillment
- A modern office 30min south of Munich with plenty of space and mountain view
- Flexible working times and 28 days of vacation
- A training room and several outdoor sports possibilities as well as Yoga
- An employee discount for the full product portfolio

## Sounds good to you?

Please submit your application incl. salary expectations as well as your CV highlighting your relevant experience and a note on why you are interested in working for K2 Sports to:

**K2 Sports Europe GmbH**, Mrs. Maria Jaksch, E-Mail: [personalbuero@k2sports.de](mailto:personalbuero@k2sports.de)