



## Job Description

### Job Title

Regional Marketing Manager – Winter Sports Equipment

### Location

Ogden Utah

### Travel % and Type

25-30% Domestic and International Travel

### Job Purpose/Mission

- Primary marketing manager of the brand/category in the Americas.
- Own the adaption and localization as well as implementation and execution of the Global Brand Initiatives.
- Act as the hub for all aspects of the Go-to-Market marketing mix to ensure complete alignment in the development and execution of marketing programs with an emphasis on: Brand Activation, Consumer Engagement, Concept and Key Initiative execution, Category Marketing Program Implementation, Marketing Toolbox delivery, Demand Creation
- Collaborate with the Digital, Trade and In-store Excellence Marketing Team as well as with the Tech Reps / Sell Thru Reps / Visual Merchandisers in order to orchestrate a well aligned marketing program
- Key partner to the Regional Commercial Director and/or Commercial Managers in driving the category and commercial Key Business Drivers (KBDs)
- To create outstanding consumer experiences
- To define local marketing toolbox requirements towards global brands (brief the deliverables)
- To master the global-local Marketing relay

### Key Tasks

To perform this job successfully, an individual must be able to perform each essential duty and responsibility satisfactorily:

#### Manage and Develop the Market (with realization of global/regional brand and commercial category strategy)

- Lead the development and execution of fully integrated, consumer facing programs and drive key brand/category marketing initiatives/concepts in alignment with commercial plan; e.g. community/sports marketing, events, branded space activation, PR, etc.

Commercial Strategy: Support the Commercial management team in the development of the region/country midterm strategy/vision (3 years) for the Brand/Category in line with global/regional strategy and country GTM direction, to achieve the commercial objectives in the country.

#### Budget Management:

- Plan and manage the annual marketing budgets for respective brands/categories in the US, in alignment with the commercial management team (who own the P&L).

Adapt Global Strategies and Tools: In close collaboration with country commercial management, adapt Global Brand marketing strategies to develop commercially viable and consumer relevant Go to Market plans and concept toolboxes for ASA.

#### Represent country needs to global brand organization:

- Articulate and communicate the GTM marketing needs and toolbox requirements to Global Business Areas and Global Brands; Ensure marketing toolbox sufficiency

Canada and Latin America: Provide strategy and brand direction and coaching to the Canadian and Latin Americas Marketing team

Team Management: Manage dedicated marketing related staff (where applicable). Carry out supervisory responsibilities in accordance with organizational policies and applicable laws. Responsibilities include interviewing, hiring, training, developing,



coaching; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Prepare to Sell:

- Develop the seasonal Marketing GTM calendar in coordination with Commercial Management and set clear milestones
- Responsible for implementing the Product & Market launch plans covering Sell In, Sell Thru & Sell Out (Marketing Mix)
- Brief trade marketing team on relevant Sell-in and Sell-through tools (adopt, adapt, customize)
- Deliver the seasonal marketing programs, toolbox & and commercial packages at GTM sales meetings and regional marketing meetings
- Deliver excellent GTM content in “Prepare-to-Sell” meetings (regional/national sales launch) to cascade and train the national sales teams on seasonal stories (story telling), Key Concepts/ Initiatives, Marketing Toolbox and Packages including training workshops (aligned with the commercial game plan)
- Set expectations for showroom excellence
- Oversee our presentation / appearance at trade shows in collaboration with the commercial team and then collaborate with trade marketing team to ensure solid execution of trade shows.

In Store Excellence (ISE): Partner with ISE Marketing and ‘Merchandising & Consumer Engagement’ to drive in-store excellence and effective in-store execution to ‘win at the point of sale’ (demand creation, space activation, promotion, events); deliver ROI targets

Retail Marketing: Initiate and deliver local tactical marketing plans & co-op (with retailers) marketing with the support of the Trade Marketing team

Digital Marketing: In partnership with the Digital Marketing team, exploit opportunities in fostering social media and digital marketing initiatives (aligned with KBDs)

Media Planning & Buying: Develop and gain approval for the annual and quarterly media plans in conjunction with marketing and digital management.

Sports Marketing: Manage all marketing communications, as well as community and sports marketing programs, to build brand awareness and create consumer demand

Marketing Communications and : Brief in-house and external marketing services teams on the creation of industry leading sell in, sell thru and sell out collateral

Public Relations: Work with external PR agency in the creation and execution of seasonal PR plans that place Amer Sports products and brand stories into relevant consumer and trade media channels

**Needed Work Experience**

- Minimum 5-8 years of professional experience in marketing & brand management in premium branded consumer goods industry; premium sporting goods market preferred
- Experience gained on either the client or agency side.
- High-level category marketing experiences in local country/ region (GTM) marketing with all aspects of the marketing mix especially delivery.

*Functional experience in:*

- Brand and Category Activation,
- Consumer Engagement
- Concept and Key Initiative execution
- Marketing Toolbox delivery
  
- Has led and developed local marketing teams
- Was involved in adopting global marketing concepts and building regional/local Category Marketing Programs
- Holding responsibility of budget management, ROI, on-time delivery



- Has worked in an international matrix organization
- Brings relevant experience in the brand's or category's market segment (relevant Market and Customer Insight, etc)

#### Education

Post-secondary education in Business/Marketing/Communications or related area or equivalent experience (Bachelor/Master Degree)

EOE M/F/V/D

CANDIDATES MUST BE AUTHORIZED TO WORK IN THE U.S. FOR ANY EMPLOYER WITHOUT SPONSORSHIP OR TRANSFER OF VISA.

**To APPLY:** Please send your resume and cover letter to [Michael.sinclair@amersports.com](mailto:Michael.sinclair@amersports.com)