



Revised Date (month/Year): Nov 2013

Title: EMEA Marketing Manager Cat. xxx (Bike / Rock – Outdoor)

Position Brand: Five Ten Department: Marketing Location (City): Herzogenaurach Job Grade: M4	Working Relationship Direct Reporting Line (ad): Sales Director Europe Indirect / 2 nd Direct Reporting Line: Global Head of Sales & Marketing Personnel Managed (Y/N): N Key Interfaces (Relationships with other dept/groups): Global marketing manager cat.xxx, Global Head of com. European Brand Ambassador, EMEA Finance manager, EMEA Customer Service team
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Purpose (Brief summary of why role exists):

To further the development of Five Ten as the Brand of the Brave with our core (Bike / Rock-Outdoor) consumer in Europe. Control and support all marketing activities, Brand, Sports Marketing & Retail in Europe with focus on key markets, in total alignment with the global brand strategy. Gather & consolidate Europe key markets needs regarding athletes, events, retail activation & products. Input to the global organization, to support 5.10 growth in Europe for your category.

Key Job Requirements:

Brand & Sports Marketing :

- Drive execution of the global marketing strategy for EMEA with focus on key markets, for your category.
- Work in close collaboration with global marketing managers. Input EMEA needs supporting growth, within the Global Brand Strategy guidelines.
- Prepare annual European marketing and event calendar and related business plans, maintain annual budget for your category.
- Manage and direct workflow of departmental network.
- Influence the key European markets plans. Allocate and control general MWB for your category.
- Lead brand, retail and sports marketing plan for the German market with direct control of MWB.
- Influence & Support brand & retail marketing activities for the key European markets (ie PR / Media / Digital/ Retail activation...) within the Global Brand Strategy guidelines. Presence required on all major European events (focus on key markets).
- In sync with global guidelines make recommendations and support the participation of Five Ten in the different European sport events. Review new sponsorship opportunities & support negotiation agreements.
- Approve category expenditures within authorized signing limits: process purchase orders, requisitions, contract payments, travel and invoices.

- Ensure that service policies and procedures are created and effectively implemented
- Oversee the execution of athlete and ambassador appearances and retail promotions
- Attend key industry and Five Ten-sponsored events
- Maintain regular communication with all promotional partners. Fulfill partner commitments and ensure partners are satisfied.

Product Marketing:

- You are the expert of your category.
- In collaboration with your global counterpart, organize and lead all internal product presentations for Europe (Range reviews / Sales Meeting / Trade shows...)
- Work in close collaboration with Global Marketing managers. Input EMEA needs supporting growth, within the Global Brand Strategy guidelines.
- In sync with Global guidelines make recommendation and support range evolution for the European markets. Gather feedback from key European markets, such as: business gaps, pricing, trends, competition and consolidate for efficient input.

Knowledge Skills and Abilities:

- Proficiency in Word, Excel and PowerPoint
- Ability to make sound business decisions
- Ability to write and read business/promotional plans
- Posses strong organizational, problem-solving, negotiation and resolution skills
- Effective oral and written communication skills
- Ability to communicate with people on multiple levels within and outside the organization
- Ability to supervise, lead and manage personnel.
- Strong persuasive and negotiation skills.
- Extensive knowledge of sport-specific category.
- Ability to travel year-round, extensively during peak periods.

Qualifications (minimum required education and experience):

- Four year college or university degree
- Four (4) years relevant experience, management experience preferred.
- Equivalent combination of education and/or experience may be substituted for degree.
- Experience in the sporting goods industry preferred
- English; Fluent German is a plus, other languages optional (French / Italian / Spanish)

Employee Acknowledgement: _____

Date: _____