

## DAKINE

### DAKINE Marketing Manager

<b>Department</b>	Marketing
<b>Region</b>	Europe
<b>Function</b>	As Dakine Marketing Manager you will be in charge of the Dakine marketing strategy and execution for Europe. It includes Brand marketing, Trade marketing, Sports marketing, Digital marketing, Social Media marketing and Events.
<b>Contract</b>	Full time
<b>Manager</b>	Dakine Director
<b>Company</b>	All Sport Group is the official distributor of JR 286 licensed product for Dakine in Benelux, France, Germany, Austria, Switzerland, Poland, Spain and Greece.
<b>Address</b>	Hoge Mauw 175 , 2370 Arendonk, Belgium
<b>Website</b>	<a href="https://allsport-group.com">https://allsport-group.com</a>

To apply please write to: [recruitment.dakine@allsport-group.com](mailto:recruitment.dakine@allsport-group.com)

### Values of our company

- **Passion** We use our drive and commitment to motivate and inspire others.
- **People** People are the core of our company, they make the difference.
- **Entrepreneurial** We are ambitious and not afraid to take on new challenges.
- **Diversity** We believe that diversity fosters creativity and that different perspectives fuel the best ideas.

## Tasks and responsibilities

- **Build a strategic vision for Dakine Europe marketing**
  - Create a vision, share and validate it with the Dakine Director.
  - Manage the marketing budget (Retail Marketing, Sports Marketing, Social Media, Events, Seeding) and work closely with the Dakine Director to allocated it to the relevant Brand strategic priorities.
  - Keep ahead of marketing trends and lead innovative and audacious marketing initiatives.
  - Show creativity and audacity.
- **Drive an efficient and impactful Retail Marketing plan**
  - Build the Retail Marketing (online and instore) plan in collaboration with the sales team.
  - Drive development and execution with external agencies.
  - Report performance and manage budget efficiently.
- **Build the most inspiring sports marketing roster of athletes possible**
  - Identify key athletes to sponsor in snow, ski, surf and bike.
  - Manage the sports marketing external agencies to sign the athletes.
  - Provide a superior service to the athletes.
  - Together with the sports marketing agencies, ensure that the athletes create relevant content enhancing the brand authenticity and visibility.
  - Leverage the content created by the athletes on social media.
- **Manage Dakine social media**
  - Create a strategy for the social media pages of the brand. Develop a strong brand image, focusing on authenticity, creativity and brand awareness.
  - Create content with the external agency and leverage content created by the athletes.
  - Make the pages alive by answering to consumers comments and questions.
  - Work closely with the Dakine Director and the sales team to align content with iconic products and key commercial moments.
- **Be the marketing voice of Dakine in Europe**
  - Connect with Dakine licensee and Brand owner to leverage investments and global tools and influence global content creation.
  - Provide insights from the European market to the Global team and to the European sales team.
  - Participate to the seasonal Sell In and support the sales team with Key Accounts.
  - Connect with internal support, external agencies and athletes.
  - Drive execution of events and fairs, including internal Go To Market meetings.
- **Provide insights for overall All Sport marketing**
  - Drive elevation of All Sport Brand Marketing (company's own marketing, website and social media).

## Competencies

- You are a passionate marketing expert with a creative and audacious vision.
- You have experience in sports marketing, retail marketing and social media management.
- You have a passion and are connected to the ski/snow and surf industry.
- You have a proven experience driving a marketing budget and allocating it efficiently .
- You have self-driven and like to work in an environment offering you autonomy but asking for transparency and performance.

## Passion

- You have an affinity and passion for ski/snow and surf.
- You like to communicate in a constructive, positive and respectful way.
- You are enthusiastic and give the best of yourself every day and love to inspire others.
- You speak the language of the consumers.
- You like to motivate others to explore new possibilities. Making mistakes is part of progress.

## People

- You are naturally curious.
- You always maintain a respectful and honest relationship with colleagues, customers and society and try to develop this with a long-term vision.
- You understand that collaboration is the key to success.
- You take responsibility for your role within the team.
- We can rely on you because of your integrity, reliability and stability.

## Entrepreneurial

- You think action and solution-oriented and enjoy acting accordingly.
- You embrace new changes within the company.
- You are driven to make a difference and achieve results by bringing an enthusiastic hands-on mentality and points for improvement.
- You can handle multiple priorities at the same time.
- You are proactive, accurate and like to work autonomously.
- Your preparation and knowledge of the athletes, marketing trends, products and competitors allow you to switch quickly.

## Diversity

- You can enter into a constructive discussion with others.
- You are open to other opinions, decisions and cultures because they benefit creativity.
- You think out-of-the-box, you question yourself and others to improve together.

## Experience and knowledge

- Bachelor level of education minimum.
- 5 to 10 years of industry experience in marketing roles.
- Proven connection in the ski/snow and surf community.
- Fluent in English and as least in French. Written as well as verbal.

## What do you get in return

- Opportunity to make an impact by implementing your marketing strategic vision at a key moment in the history of the Brand in Europe.
- Challenging position within a fast-growing family business.
- Pleasant, stable and sporty work environment.
- Company car.
- Smart phone.
- Location: on-site (Arendonk, BE) or remote.