

Job Description

Job title:	EMEA Marketing Communication Specialist
Reporting to:	EMEA PND & Wellness Marcom Manager
Direct reports:	None
Division:	EMEA Marcomms

Purpose of job

Reporting into the EMEA Marcom Manager for Wellness & PND, the EMEA Marcom specialist will be given a broad level of responsibility in supporting EMEA Marketing initiatives across the growing Wellness Market as well as providing support to the PND segment. The role will also provide support to the wider EMEA Marcom team, on an as needed basis and will work closely with the Fitness and Outdoor counterparts.

Responsibilities within this role include planning & project management of EMEA 'Wellness-product' & 'PND-product' launches and marcoms campaign deliverables, as well as localisation to support in-country offices. On top of this marcom role, the EMEA Marcom specialist will oversee the general queries & management of Sharepoint, Box Enterprise, Adobe/DAM.

Key duties and responsibilities

- Localisation & coordination of key deliverables for Wellness & PND campaigns allocated by Marcoms Manager
- Central contact for asset requests from in-country offices relating to projects (as above)
- Helps coordinate timely delivery of projects with EMEA social media & web team
- Provides project support across all key campaigns
- Responsible for storage of materials produced on our internal data management system and supports local markets in getting access to these tools
- International communication with key offices in Europe
- Preparation of various presentations and documents in MS PowerPoint, MS Excel, MS Word
- Assistance with Purchase Orders and invoices.
- Provides general support to EMEA Marcom Managers

Department Specific Responsibilities

Key duties Adobe/Dam, SharePoint, BOX Enterprise

- Central DAM/AEM contact in EMEA for US team. Responsible for onboarding new office associates & in charge if validating new account requests
- Works closely with US DAM manager to ensure continuous optimisation of file management structure for EMEA & Distributor markets
- Provides timely updates to all offices on file access & image expiry.
- Ingestion of assets (photoshoots and related Release documents) into Adobe
- Continuous monitoring of new assets added and ensuring that the EMEA Part Numbers are added to applicable assets
- Answers general queries and search issues on Adobe for EMEA
- Ensures all Release documents are completed for any photoshoots done in EMEA/in-country
- Image Usage Rights Expiry Management and communication
- Sharepoint management for the EMEA Team: naming convention, organisation, folders structureetc

Technical Requirements

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Department Specific Technical Requirements

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Education and experience

- Education in Marketing or business-related subject
- Previous Marketing experience
- Good MS Office skill set
- Strong background in project management
- International experience preferred
- Excellent attention to detail and organisational skills, as well as the ability to work under pressure / meet deadlines
- Good interpersonal skills, communication skills, and the ability to work well as part of a diverse team spread across multiple languages and cultures
- Self-motivated and disciplined
- Organised, proactive, independent

Skills

Competency	Level	Descriptor
WORKING WITH DATA & INFORMATION Gathering & analysing information		
Decision making		
WORKING WITH PEOPLE Managing relationships & Networking		
Teamworking, Coaching & Guiding		
Communicating, Influencing & Networking		
ACHIEVING RESULTS Planning & organising		
Deadline Management		
Objective setting		
DEVELOPING THE BUSINESS Generating & building on new ideas		
Personal development		
CORPORATE COMPETENCIES Customer Focused		
Innovative		
Flexible		
Co-operative		
Integrity		

Signed
(employee)

Signed
(manager)

Dated