

MARKETING MANAGER EMEA

Company details

Brunswick Marine in EMEA is an affiliated company of Brunswick Corporation, one of America's longest-established businesses.

Brunswick Corporation endeavours to install "Genuine Ingenuity" in all of its leading consumer brands.

With their EMEA headquarters in Belgium, Brunswick Marine (**Mercury, Quicksilver, Uttern, Sea Ray, Black Fin, Boston Whaler, Bayliner...**) has regional sales offices or independent distributors in every main boating market throughout Europe, CIS, Africa and the Middle-East.

Brunswick's network of more than 3,300 sales and service dealers continually strive for improvement in customer service, providing boaters with the highest possible levels of enjoyment and satisfaction. The company is ISO 9001:2015 accredited.

More information is available at

www.brunswick.com

and

www.mercurymarine.com

Function

The **Marketing Manager EMEA** is responsible for the development and implementation of marketing strategies according to specific EMEA business strategy and in line with Mercury Marine headquarters' guideline.

Accountabilities:

- Defines yearly marketing plan to support EMEA regional business objectives (finished goods and P&A) matching corporate guidelines with EMEA specific needs in any sales channel where the company is involved (dealer network, retailers and web sales, OEM).
- Works closely with the branches in EMEA in defining the annual marketing plans and partners with the distributors for alignment.
- Supports different EMEA countries by delivering communication guidelines and sales/marketing tools such as:
 - POS material, including catalogues
 - Communication layout when requested
 - Main boat shows coordination
 - Product guides
- Manages the translation process in different languages across EMEA countries.
- Defines and manages yearly EMEA events according to company objectives.
- Provides guidelines about the press communication and ensures adherence to the agreed timelines, usage of platforms and content. Coordinates and manages main press launches across EMEA.
- Manages collaboration with external partners in developing the communication tools required to execute the EMEA marketing plan.
- Digital communication strategy definition and implementation including social media roll out across EMEA.
- Ensures that the company's web site provides up-to-date and comprehensive product/service information that is easily available to existing and potential customers.
- Manages merchandising business plan according to corporate branding guidelines.
- Monitors central budget spending and overview the one allocated in each branch.

Profile

- Marketing background in a product company with a reseller network
- English at advanced level. Any additional European language is an advantage
- Excellent written and verbal communication skills
- Strong organizational skills
- Good networking abilities
- IT systems - MS office suite
- Business acumen-negotiation skills
- Excellent presentation skills
- Positive attitude
- Displays initiative
- Open to new ideas
- Ability to work independently
- Flexibility

Offer

- A competitive salary package in line with your experience & expertise including a company car and mobile phone
- Extra-legal benefits such as group and hospitalization insurances, meal vouchers, a performance-related bonus
- The opportunity to work autonomously in a diverse function within a fast-growing international company leading in its sector
- The possibility to fully develop your talents and to grow within your function
- An easily accessible and friendly work place

