



KJUS

KJUS steht für innovative Premium-Sportbekleidung. Die Kollektionen Ski, Golf und Lifestyle von KJUS revolutionieren den Markt immer wieder neu. Seien Sie am Puls der Innovation und starten Sie in unserem passionierten Team. Wir suchen per sofort oder nach Vereinbarung eine/n

Brand & Trade Marketing Specialist

(DE/EN, 100%)

Die Hauptaufgaben umfassen:

- **KJUS Brand and Sales**
 - Responsible for executing KJUS global marketing campaigns and events in Europe
 - Collect European Marketing needs from all markets and communicate to HQ Marketing Team
 - Responsibility of overseeing LKI marketing budget in collaboration with Senior Marketing Manager
 - Manage wholesale and distributor marketing partners asset creation in accordance with the global marketing calendar
 - Support sales reps with client appointments and food and beverage as needed for line showings in Munich showroom
 - Create and prepare materials for sales appointments: workbooks, sales decks, and visual slideshows
 - Support with steaming, organizing, and seasonally preparing samples for the Munich showroom
 - Collaborate with cross-functional teams, including sales, product development, and customer service, to ensure cohesive brand messaging

Marketing Material Creation and Delivery

- Coordination of ordering printed materials including workbooks, product marketing cards, fliers, etc.
- Pack, prepare, and ship marketing packages (workbooks, apparel, product for events, media, retailers, etc.)

- Liaise with Customer Service department to ensure timely delivery of marketing-related product
- Obtain bids and help processes for marketing needs (photographers, shop-in-shop, POS tools, etc.)
- Apply project management skills to supporting the creative team with workflow and design needs
- Coordinate with wholesale partners, distributors, and creative team associates for asset development in accordance with brand guidelines for digital and print materials: ads/banners, catalogs, advertorials, posters, POS materials, season change, billboards, screens for instore, tournament & B2B vouchers, product lookbooks
- Collaborate with global Social Media & Partnership Specialist on social content as it relates to translations and content that promotes KJUS products, retail stores, events, and campaigns.

DTC Retail

- Develop and execute a comprehensive retail marketing calendar in the brand and outlet stores
- Adapt global brand campaigns to fit local retail environments while maintaining brand consistency
- Drive traffic to brand & outlet stores through marketing activities, special promotions, events, expand customer base via CRM; coordinate with Ecommerce Specialist for content creation for newsletters, sample sales, and seasonal clearance campaigns
- Responsible for the communication and delivery of offers with the respective outlet centers for special promotions and events
- Planning, development and implementation of seasonal POS tools and digital signage (season change, shop window creations, sale, etc.)
- Responsible for the development and optimization of the visual merchandising guidelines and their correct implementation in the stores

Event Planning, Execution, and Strategy

- Event planning support of KJUS in-store retail (in cooperation with Head of European Retail) and brand partner events
- Plan details and logistics for in-store events, working with buyers and retail marketing team (in cooperation with Head of European Retail)
- Support fashion shows, golf tournament events, and on-site brand representation
- Support Brand Photoshoots when applicable
- Support seasonal Munich showroom sample receiving and set up
- Track spending versus budget while coordinating with finance on invoices
- Support GTM campaign ideation and implementation
- Coordinate non-U.S. marketing initiatives with European team

Product Marketing

- Review German translations to support team with global language accuracy
- Compile Product Data/Technical Information Files and Imagery for clients

Public Relations

- Work with editors and media contacts for product placement opportunities
- Coordinate graphics and image needs for media with the Creative Department, ensuring cohesive brand guidelines
- Prepare and distribute Press Kits and seasonal Lookbooks to editors and other media personnel
- Coordinate key projects and media with outside agencies as needed

Dein Profil

- Commercial education with further experience and training in the marketing field, ideally with experience in the outdoor sports / textile industry
- Several years of experience in trade and/or retail marketing and project management, ideally with experience in the outdoor sports / textile industry
- Profound IT user knowledge (MS Office, Outlook, Excel, and PowerPoint)
- Preferred – graphics proficiency with Adobe Creative Cloud programs including InDesign, Photoshop, and Illustrator
- Native German-speaker and professional working capacity in English; French proficiency a plus
- Strong written and verbal communication
- Strong organizational skills with the ability to manage multiple projects and deadlines simultaneously
- A passion for the outdoor sports industry, especially skiing and/or golf
- Flexible working with cross-functional teams in various global time zones
- Willingness to travel within Europe and internationally (20%)
- Ability to work in Switzerland or EU

Benefits:

- 30% Discount on Retail Prices of our KJUS Products
- Flexibel Working hours, Homeoffice possible

We offer a modern and dynamic workplace with plenty of scope for growth and for contributing your own ideas.

Does this sound like something you'd be interested in? If so, we look forward to receiving your application.

Apply now

LK International AG

Human Resources

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kjus.com