



FUNCTION

MARKETING PRODUCT LINE MANAGER SNOWBOARD

GENERAL PURPOSE OF THE JOB

Elaborate and deliver a global snowboard product plan matching consumer needs and answering the snowboard business unit strategic and financial goals

Develop a deep knowledge and understanding of Salomon Snowboards product categories in order to be the product expert in the business unit.

MAIN RESPONSABILITIES

To perform this job successfully, an individual must be able to perform each essential duty and responsibility satisfactorily:

- Identify trends, markets and consumer needs
- Collect markets feedbacks (from local commercial teams and distributors) and consolidates this with competitors and consumer analysis.
- Define, in close collaboration with brand manager and product marketing manager, range key directions
- Elaborate consumer studies in collaboration with marketing intelligence team
- Analyse the range KPI's
- Share and commits team riders in the range creation process
- Build the range structure and ensure the follow up

NEEDED COMPETENCES

The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Knowledge of the Action sports / snowboard industry is a plus
- Affinity with technical product development
- Analytical skills
- Organized and rigorous
- Perfect English
- Strategic vision
- Ability to drive project in a multicultural environment (development, design, communication, commercial)
- Ability to work in a matrix environment
- Leadership
- Up to date marketing know how (social/digital/Omni channel)
- Ability to organize and coordinate multiple projects simultaneously
- Creativity, curiosity open mind
- Able to prioritize workload and respect timelines

NEEDED WORK EXPERIENCE

- 3 to 5 years related experience in marketing product management

EDUCATION

- Master's degree / business school

SCOPE OF WORK

- Global