



Brand Activator DACH

POC is a Swedish company with a strong mission to protect lives and reduce the consequences of accidents for athletes and anyone inspired to be one. The Brand Activator will play a key role in spreading our brand mission, increasing brand awareness, and helping to expand our audience – to encompass a larger subset of cycling, mountain bike, snow sports and active lifestyle minded customers – especially through our B&M retail network and B2B and B2C events, activations, and tech trainings.

The position reports to the Country Manager Germany, who will provide support & direction, and will be integrated in the local sales teams. There will be a strong connection to the central marketing team and the sales teams in Austria and Switzerland as well.

ESSENTIAL FUNCTIONS

Retail Marketing/Visual Merchandising:

- Be responsible for the implementation and maintenance of store windows and in-store product presentation with the goal of increasing sales and in compliance with the brand image
- Be the first contact for our B&M partners when it comes to POP/POS placement or shop in shop integration, as well as leading the planning and execution of in-store implementations
- Work together with our retail network and develop floor plans for POC retail spaces and ensure POC displays are situated in an ideal position to encourage sales
- Make sure our displays and concepts are used in an effective and premium way
- Help to further develop our visual concepts and build attractive store display
- Solve specific store visual merchandising challenges that require adaptations

Community Building:

- Propose, plan, manage and execute local events (B2B & B2C) and community programs within the outlined budget and the support of the local team and the central marketing team.
- Working closely together with the Event & Community Coordinator and make sure the local plans are integrated in the global plans as well as local athletes and ambassadors are integrated in the activations we are realizing
- Be responsible for the event set-up in this region
- Manage event reporting for post-event recaps for the POC team with learnings, areas of opportunities, continuous improvement, and ROI.

Others:

- Become an POC product expert and transfer this knowledge in tech trainings to salespersons/shop assistants.
- Act as a brand representative at events, with media, ambassadors, consumer and customers.
- Support the local sales rep to ensure we are providing a great service to our customer (tech training, sell-in support, ...)

Note: the employee may be requested to follow other job-related instructions and to perform other job-related duties, subject to all applicable state and federal laws.

QUALIFICATIONS & DETAILS

Position details: Full-time position with benefits

Reports to: Country Manager Germany

Located: preferred south Germany (region Munich), but not mandatory

Benefits: company car, flexible working hours, international working atmosphere, integrated in a highly motivated team, ...

Experience and Skills:

- Work experience in retail marketing, visual merchandising or similar
- Strong communication skills and service-oriented approach
- Knowledge of the local snow and/or cycling B&M network
- highly organized, efficient, helpful, proactive, and energetic
- Solid critical thinking, creative thinking and problem-solving skills
- Proficient in Microsoft Office applications: Word, Excel, Outlook, PowerPoint
- Passion for sports
- Fluent in German & English

If interested, please send us your complete application documents (including CV, photo, certificates) via email: bewerbung@pocsports.com

POC Austria GmbH
www.pocsports.com