

## Marketing Coordinator

At Birkenstock, our business is a reflection of who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business is a reflection of what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us. Our mission is to deliver happiness and satisfaction.

To provide quality products and services, we need quality people. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and a positive attitude.

<b><u>JOB TITLE:</u></b>	<b>Marketing Coordinator</b>
<b><u>LOCATION:</u></b>	<b>Novato, California</b>
<b><u>REPORTS TO:</u></b>	<b>Senior Marketing Manager</b>
<b><u>TYPE:</u></b>	<b>Full-Time/Exempt</b>
<b><u>SALARY:</u></b>	<b>\$70k-\$80k</b>

Note: Relocation and any associated costs are the sole responsibility of the person hired for this position.

### **OVERVIEW**

This position supports the Marketing department to help maximize overall productivity by performing the following duties:

### **RESPONSIBILITIES**

- Owns process for Territory Marketing Funds program for independent channel accounts. Review artwork for brand compliance and provide creative direction to retailers. Identify marketing efforts that will drive sell-through at the retail level while ensuring brand standards are followed.
- Creative development for launch kits, content grids, seasonal asset toolkits and other in-season materials utilized by Independent channel.
- Work closely with Finance to ensure proper coding of Marketing Funds and that credits are issued in a timely manner. Provide regular budget updates to Director of Field Sales and/or TM's.
- Create highlight and launch-focused PPT recaps of marketing placements. Perform yearly audit / recap of Territory Marketing Funds program. Update and distribute policies and forms for the Marketing Funds program annually.
- Place requisition product orders for the Marketing department for various situations including Wear/Seed/Contest pairs, merchandising product for tradeshow, SA Samples, etc.
- Assist with national and regional tradeshow planning and preparation – space registration, ordering rentals, graphics, collateral fulfillment, general show logistics, etc.
- Tradeshow travel – will attend 4-8 tradeshow throughout the US per year. Likely to include setup, show days and breakdown.
- Determine Independent Retailer event needs and develop materials for successful event execution.
- Assist with sourcing and production of promotional / GWP items.

- Manage, fulfill and inventory promotional / GWP item requests from Territory Managers, SA & HR team and Retailers. Provide creative direction for and distribute GWP sheet annually.
- Work closely with Retailers and/or Territory Managers to fulfill image / content requests and / or get Retailers on Filecamp. Proficient in usage and contents of Filecamp and Box.
- Assist with SA marketing sample fulfillment. Requires maintaining organization and inventory of seasonal samples, working closely with Director of Partner Marketing to determine sample priority when limited inventory exists and extreme urgency in pulling/shipping product.
- Assist in print production administrative duties as needed including obtaining quantities, distro list creation, team communication and post-project billing.
- Heavily support and plan for execution of bi-annual Sales Meeting and other company events put on by the Marketing department.
- Maintain organization and cleanliness of all Marketing storage rooms.
- Maintain detailed files and spreadsheets for all above areas of responsibility.
- Additional projects as assigned.

#### **POSITION REQUIREMENTS/QUALIFICATIONS**

- 1-2 years' Marketing and/or relevant experience.
- BA or equivalent work experience.
- Strong attention to detail.
- Comfortable working closely with various departments, including field sales team.
- Great time management skills.
- Proficient in Microsoft Office, especially Excel and PowerPoint.
- Comfortable with creative process.
- Excellent follow-through.
- Good planning and analytical skills.
- Willingness to learn.
- Sense of urgency.
- Positive attitude.
- Team player.
- Able to lift 40 lbs.

If interested, please send cover letter and resume to [kramos@birkenstockusa.com](mailto:kramos@birkenstockusa.com). Subject line should list "Marketing Coordinator."

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.

