

Marketing Specialist

- Salary; £35,000+, dependant on experience
- Minimum 4 years' experience in a similar marketing role (brand, retail or agency)
- This role supports the Marketing Managers to develop and deliver successful plans for product launches and campaigns, relating primarily to Cycling, Hiking and Mountain / Adventure Sports
- Office Based - **Southampton**

When you work at Garmin, adventure doesn't have to wait for the weekend. Here you can put your love for an active lifestyle into action. This role is perfect for a passionate candidate with experience marketing fitness, sports, health and outdoor adventure products.

Supporting the Marketing Managers, you'll be on hand to help deliver world class events, athlete and ambassador sponsorships, and collaborations with some of the UK and Ireland's largest retailers to support Garmin's product launches and campaigns.

You'll support on key projects and will have autonomy to deliver agreed plans, ensuring brand consistency, compliance and quality, whilst driving measurable ROI.

This role requires an autonomous, driven individual with strong marketing experience and passion for delivering success. You will act as an internal advocate for specific business segment(s), maintaining excellent product and category knowledge and driving internal and external excitement and engagement.

Experience and a passion for at least one of the following categories is essential: **Cycling, Hiking and Mountain / Adventure Sports - (Golf experience would also be advantageous)**

Key Duties and Responsibilities:

- Support the marketing managers to deliver marketing plans for product launches and campaigns
- Act as the internal client for your assigned products / campaigns, briefing and collaborating with our internal teams (Sales, Product Management, Social, PR, Paid Media, Events, Visual Merchandising, E-Commerce, Design etc.) and other key stakeholders on relevant product launches, campaigns and activations to ensure all plans align to segment and business goals
- Work with our key retailers to drive excitement for our products and brand and build effective marketing plans which drive Garmin awareness, consideration, and sales
- Plan and deliver effective sponsorship activities through good relationship management, communications and project management
- Support the Events and Activations Manager with project management of brand events and expos for your assigned products / campaigns

- Support the localisation of global campaign material, ensuring all assets are delivered on time and are compliant
- Act as the guardian of the Garmin brand by ensuring that all local assets & communications adhere to Garmin brand guidelines and are consistent across channels
- Brief 3rd parties where necessary (production teams, agencies, etc.)
- Maintain an extensive level of professional knowledge of relevant segment(s) (inc. competitors, cultural insights, industry standards & trends, etc.)
- Act as the internal advocate for your segment(s), maintaining excellent product and market knowledge and driving excitement and engagement

Experience and Education:

- Experience and a passion for at least one of the following categories is essential: **Cycling, Hiking and Mountain / Adventure Sports** (Golf experience would also be advantageous)
- Recognisable qualification in Marketing /Communications or experience in sports or brand marketing for a relevant brand, retailer or agency
- Must possess a working knowledge of all marketing channels

Technical Requirements:

- Must possess excellent verbal and written communication skills
- Be proactive, reliable, responsible and accurate with an attention to detail
- Self-motivated with a positive and professional approach
- Resilient with the ability to cope under pressure
- Capable of working autonomously and multitasking in a high-pressure environment
- Excellent interpersonal and relationship development skills
- Flexible, hands-on approach to business
- Must have passion, integrity, and display positive energy
- Must possess the ability to keep information confidential
- The role includes some evening and weekend work
- The role requires UK and Ireland travel

Here at Garmin, we love what we do - fuelling people's passions by creating superior products for sports, outdoor recreation, marine and automotive that are an essential part of our customers' lives. Our customers are passionate about our products. And so are we.

Benefits:

- 21 days holiday (increases with service) plus Bank Holidays
- Additional leave for birthday and employment anniversary – After probation (6 Months)
- Private Medical & Dental Insurance – After 1 Year Service
- Life insurance – From day one
- Income Protection and Critical Illness Cover – After probation (6 months)
- Employee Discount Scheme – After Probation (6 Months)
- Employee Share Purchase Programme – From day one
- Pension Scheme – Auto enrolled after 3 months
- Cycle to Work Scheme – After probation (6 months)
- Cash Plan Scheme – After probation (6 months)
- Subsidised canteen – from day one
- Social events and a relaxed and friendly culture where you and your career matter