

The Burton logo is displayed in white, bold, uppercase letters on a black rectangular background. The letter 'U' is stylized with a square cutout.

For the European headquarter in Innsbruck/Austria we are looking for a

Digital Marketing Manager Europe

Burton Sportartikel GmbH, located in Innsbruck/Austria, is the European marketing and sales organization of the Burton Corporation, Vermont/USA (www.burton.com). As the world's leading snowboard company, Burton designs and manufactures industry-leading products for snowboarding and the snowboard lifestyle, including snowboards, boots, bindings, outerwear and layering as well as year-round apparel, packs/bags and accessories. Privately held and owned by Jake and his wife Donna Carpenter, Burton's headquarters are in Burlington, Vermont with offices in Austria, Japan, Australia, California, Canada and China.

SUMMARY OF POSITION:

The primary objective of this role is to manage the European digital business and execute on digital functions that build the brand on the web and drive traffic to Burton.com. The role has ownership of regional strategies and programs aligned to the global strategy established by the Digital Center of excellence in the US-headquarter. Responsibilities include overseeing and influencing the direct to consumer digital programs in Europe, processes and planning with global/regional teams, budgeting and calendar management.

ESSENTIAL FUNCTIONS

- Understand Go To Market plan as defined by the brand team and collaborate with US Digital Marketing team on KPI's
- Create regionalized campaign strategy aligned to US-based design and development team
- Execute and evaluate digital marketing activities (SEM, SEO, Analytics/Reporting, Email Marketing ...)
- Work closely with Digital Marketing Managers in US, Canada and APAC to align plans and support quarterly strategic planning
- Collaborate with all success-relevant positions across departments/regions in order to optimize common efforts and ideas
- Develop and provide clear and concise direction to direct reports
- Develop and deliver campaign performance reports and evaluations

POSITION REQUIREMENTS:

- Minimum of 5 years of business experience in digital marketing team
- Skilled digital practitioner who can operate as a project manager and solve problems creatively across a variety of silos
- Strong understanding of key internet marketing media and sound understanding of B2B segment-based marketing and sales principles and processes
- Excellent quantitative and analytical skills, sound MS-office skills, familiarity with SCRUM/agile project management
- Strong leadership skills and excellent communication and presentation skills
- Excellent English speaking and writing skills with the ability to write Internet marketing copy; fluent German and any other additional language skills are a plus
- Awareness of the snowboarding / board sports market preferred
- Curious by nature, tolerant, fun, responds well to process

OUR OFFERING:

- Unique position at the global market leader of snowboard and snowboard lifestyle industry
- International environment, vivid atmosphere
- Competitive, rewarding compensation package

We look forward to receiving your CV.

Burton Sportartikel GesmbH, Hallerstraße 111, A-6020 Innsbruck; ☎ +43 512 230 5010; jobs@burton.at