



## **Marketing Manager, USA – Allen, TX**

### **A Little About Us:**

We build the Springfree Trampoline because we believe backyards should be a place for safe play. Springfree's innovative design is the world's safest, highest quality and longest lasting trampoline supported by a full 10-year warranty.

Springfree is part of the goba Sports Group, committed to encouraging people to Go Outside and Be Active. We have competencies in design, engineering, manufacturing, sourcing, marketing, sales, customer care, and retail distribution with operations in the United States, Canada, Australia, New Zealand, China and Europe.

### **What You'll Be Doing:**

We are looking for a Marketing Manager, USA, who will develop dynamic marketing strategies. Reporting to the VP, US, you will be accountable for developing the annual marketing plans for all sales channels and develop the national PR, social media and promotional campaign strategies for the Springfree brand. You will use your strong leadership and influencing skills as a key member of the global marketing team, and as the USA marketing leader.

### **Job Highlights:**

- Develop the marketing plans for all sales channels and collaborate with the VP of Growth Marketing to ensure:
  - PR, partnerships with brands and influencers, social media and promotional campaigns strategies are aligned and executed across the direct sales channels
  - Delivery of digital and online activities are aligned to marketing plan and delivery against our unit goals in all channels
  - Ongoing alignment with strategic initiatives and goals throughout the year
  - Development and distribution of regionalized content aligned to the global brand key
  - With the exception of digital media buys, negotiate and secure media buys to support campaign and content distribution
- Support the Wholesale Manager in delivering marketing assets and programs that will drive growth
- Support and collaborate with Market Managers on the development of annual local retail marketing plans and ensure ongoing alignment with strategic initiatives and goals throughout the year which
- Oversee coordination and monthly reporting against KPI's within marketing plan
- Develop and manage marketing budget and spend outside of the local markets budgets.
- Provide direction and support for the production of all marketing material creation across channels for assigned territory.

### **What You'll Bring:**

- You are curious and always learning
- You've got a College or University Degree in marketing, advertising or related field
- You are a strong functional marketer with experience in experiential marketing an asset
- You have a minimum of 5 years relevant working experience
- You are organized and manage deadlines effectively
- You are proficient with Microsoft Outlook, Excel, PowerPoint & Word

***Please forward an updated resume to [hr@gobasports.com](mailto:hr@gobasports.com)***