



VACANCY

EMEA Senior Marketing Manager Omnichannel

Requirements

- 10+ years' experience
- In omnichannel marketing
- Focus on digital and e-commerce
- Retail sector/direct-to-consumer
- English fluency
- Stakeholder management in a matrix environment

Amsterdam Minimum of 10 years experience

Sports and craftsmanship have played a key role in the New Balance sneakers brand since 1906. Their running shoes combine innovation, style and flair and its EMEA Senior Marketing Manager Omnichannel will play a crucial role in transitioning the organization into a strategic player and driving force for growing sales and brand engagement across all relevant markets.



New Balance

Sports and craftsmanship have played a key role in the New Balance sneakers brand since 1906. The running shoes combine innovation, style and flair. New Balance also ensures its employees feel respected and welcome to contribute their highest level of creativity. This culture has resulted in significant success: the company reported a turnover of more than five billion dollars last year, achieving growth of twenty-one percent over the previous year.

New Balance is very aware of its sustainability impact in a rapidly changing world. That's why they strive to make a positive impact on people and our planet. Their focus is on energy-efficiency, choice of materials, product circularity and lifespan, and the origin of raw materials. For example, New Balance is working to make its production chain free of deforestation, plans to switch to one hundred percent renewable energy in its production facilities by 2025, and is a signatory to the UN Fashion Charter for Climate Action.

As an international consumer brand, strong and sophisticated marketing strategy is crucial – especially in a world where digital is rapidly changing and becoming more important. The EMEA central marketing organization is undergoing a strategic transformation to strengthen collaboration and knowledge-sharing between local and central teams and create a customer-first focused organization. And the EMEA Senior Marketing Manager Omnichannel will play a key role in this transition.





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The EMEA Senior Marketing Manager Omnichannel plays a central role that will enable the entire EMEA marketing division to operate strategically and collaboratively, and achieve optimum synergy, driven by its brand and data. They will develop and implement a centrally driven OMNI marketing strategy for the entire region. This consumer-centric approach will serve as a single source of truth across all channels, ensuring a consistent and fully integrated consumer experience across all touchpoints and markets.

The marketing mix of digital, social media, website and online and offline retailers is complex and international. To firmly anchor the running shoe brand in the daily lives of customers and increase revenues, the marketing strategy is based on an understanding of this complexity. Breaking down silos, bringing experts together, and contributing to local marketing plans based on a central calendar are all necessary steps. The marketing organization is being restructured to achieve this goal. The EMEA Senior Marketing Manager Omnichannel will act as a senior expert with knowledge of marketing, digital and e-commerce, as well as a central program leader who can coach and guide various local teams.





The EMEA Senior Marketing Manager Omnichannel will coordinate various teams to ensure that consumer behavior and all channel insights are considered when designing and creating interactions with consumers. They will manage and continuously update the integrated marketing calendar for EMEA, ensuring that it reflects all global, regional and local cultural events and specifics. They will communicate global campaigns and brand messages effectively, without overshadowing locally relevant consumer needs. They will act as a role model to share knowledge and best practices, and evaluate campaigns before presenting the relevant insights to the wider marketing organization.

The EMEA Senior Marketing Manager Omnichannel will work with the Brand Strategy Team and the Consumer Insights and Analytics Team to create campaign reports and dashboards, and with the Senior Marketing Manager GTM to draw up the central strategy and marketing calendar. The EMEA Senior Marketing Manager Omnichannel will report to the EMEA Marketing Director and coordinate plans with the various category teams, brand and DTC teams. They will manage twenty direct reports, as well as external teams through marketing agencies.



This is a unique challenge for an experienced Marketing Manager with significant expertise in leading omni-channel marketing campaigns, especially in digital and e-commerce, and coordinating multiple international campaigns. This role will demonstrate strategic and commercial insights and have strong analytical skills. They will navigate matrix environments in a constructive and collaborative manner, manage teams and persuade colleagues of a particular approach – with the support of the EMEA Marketing Director. There will be unlimited career opportunities for a successful EMEA Senior Marketing Manager Omnichannel with this global brand. ■

Interested? New Balance is working with Top of Minds to fill this vacancy. To express your interest, please contact Max Tasseron at max.tasseron@topofminds.com.



“The aim is to build an organization that is not just consumer-centric, but consumer-obsessed. The EMEA Senior Marketing Manager Omnichannel drives this mindset and establishes the right process within the organization.”

**Bruno Laroque,
Marketing Director EMEA of New Balance**