

## MARKETING MANAGER

For over 100 years, Shimano has concentrated on precision engineering, innovative merchandise and been a proven market leader in the supply of cycling and fishing products worldwide. As a business we are always looking to improve, create, innovate and resonate not only with our customers but with our internal teams.

We are currently accepting applications for an experienced and enthusiastic Marketing Manager with specific expertise in Digital & B2B/C to join our **Shimano Australia Fishing** division on a permanent full-time basis.

The primary duties will include but are not limited to;

- Develop strategies for the launch of new fishing products, brand promotion inc .budgeting
- Trade Support – Provide support to dealer network across various customer channels.
- Digital Media – Strategise and implement all brand digital (social/web/EDM) channels for consumer and trade promotion.
- B2B – Ensure B2B website optimization and function for a seamless customer experience.
- Sponsorship – Oversee all branded partnerships in place across multiple channels.
- Lead and manage Trade events and customer event support
- Lead Generation and Trends – Identify new opportunities and trends for future brand growth.
- Lead, manage and support direct reports within the marketing team

To be successful in this role you will need to have:

- Bachelor Marketing / Communication (highly regarded)
- Experienced in development marketing strategy
- Exposure to global brands
- Understanding of best practice website, content management and SEO.
- Understanding of B2B/C models
- Strong digital marketing proficiency
- Strong data interpretation and problem solving
- Project management skills
- Ability to work to and meet deadlines consistently
- Financially astute in creation and revision of budgets
- Understanding of Adobe Suite,
- Experience using an ERP system & BI Reporting tools such as Pronto Xi, Avenue, Cognos or similar (highly desirable)

This position is an office-based role situated in our Head Office in Caringbah. The successful candidate will need the preparedness to travel throughout Australia and internationally. This position would suit an individual who is familiar with the fishing and outdoor industry.

Applications are to include a covering letter outlining your suitability to this role, noting your salary expectations, and attaching your updated resume. Only applicants with full Australian working rights will be considered. An offer of employment is conditional upon the applicant being fully vaccinated against COVID19. Proof of vaccination status is required at the time of accepting the employment offer.

In return **Shimano Australia Fishing** will provide ongoing training, onsite free parking, social activities, access to EAP programs, and regular community events.

Interviews may commence prior to the closing date, Friday 3rd February 2023. The vacancy will remain open until the successful candidate is appointed

To apply, go to <https://shimanoaustralia.bamboohr.com/careers>