

## Détail de l'offre : Marketing Director Badminton

<b>Partenaire</b>	Babolat
<b>Adresse</b>	Shanghai
<b>Ville</b>	Shanghai
<b>Référence</b>	20D1579081473
<b>Titre</b>	Marketing Director Badminton
<b>Description du poste</b>	The Badminton Marketing Director is responsible for the construction and follow-up of a 5 years strategic marketing plan for Badminton. It guarantees its good execution. He/She drives the brand, in his/her perimeter and insure, in close collaboration with the marketing directors of other sports, the respect of the expected positioning and overall coherence. He/She manages a team and ensures its efficiency; He / She manages a P & L.

### Detailed missions

#### 1 Marketing studies and strategy

He/She defines the at 5 years strategy to be implemented on the sport during the PSO process:

- understanding of the market and its evolution, analysis and anticipation of customer needs and expectations, based on pre-ordered and coordinated studies,
- Positioning of the brand in the sport, and respect of this positioning
- Detection of new market and product opportunities,
- Elaboration of the marketing plan in which are defined the range structure, the "marketing-mix" or the development directions of categories and products (new or already existing), all the actions to be implemented to ensure a launch date on the market on time and sales development.
- Definition of the means necessary to achieve the objectives,
- Measurement and analysis of the performance of the ranges, and the impact of each marketing action carried out, adjustments to plan according to results and market evolutions.

#### 2 Management of the operational marketing plan

During the operational phase, he/she manages and motivates his/her teams, oversees the development and launch of the products as well as the implementation of the activation actions in coordination with the sales department, the trade-marketing and support functions in order to achieve the defined objectives.

The operational marketing plan may include:

- The range structure
- The product mix (5P: price, product, place, promotion, people)
- Partnerships
- Sports marketing
- Communication
- Events actions
- Promotional actions
- Influencers activation
- Digital strategy (e-commerce, social networks, inbound...)
- Relational marketing
- Sales support tools
- Etc...

#### 3 Profitability, ROI

The Marketing Director manages the profitability of his/her offer of products/services for his/her sport as well as of the marketing actions implemented. He/She is therefore responsible for the fulfilment of the commitments in terms of turnover and profitability (P & L), the return on investment of each action, which he/she will have to monitor and evaluate.

#### 4 Team Management

He/She motivates collectively and individually and guides a team of several people: sets

and evaluate the objectives, gives the means of action, leads the Annual interviews, defines training needs, individual evolution.

#### 5 Management of partners and agencies

In the same way, the Marketing Director manages the agencies and partners for an efficient collaboration, evaluate and challenges them as needed.

The position is based in Shanghai, with frequent travels to France (Lyon) and other countries as needed.

The Badminton Marketing Director answers directly to the Deputy Managing Director. Locally, the China Country Manager oversees functionally all day to day staff and coordination within the "Asia Babolat Base Camp". He/She manages a team of approx. 4 persons (including an operational marketing Executive for Europe, based in Lyon).

#### **Type de contrat**

Emploi

#### **Métier**

Marketing / Webmarketing

#### **Localisation**

Shanghai

#### **Pays**

Chine

#### **Profil recherché**

Higher education (MBA or equivalent), with a marketing major.

He/she has a good understanding of on-and off-line distribution in China and if possible Europe.

Experience 15 years minimum in marketing and a minimum of ten year in mangement. Experience in project management.

Fluent English, Native Chinese (Excellent written expression in Chinese). French is a big plus.

Advanced proficiency of Pack Office.

Good oral communication, ability to convince,

Ability to listen and collaborate, ability to function in a multisites and international team,

Capacity of analysis and synthesis,

Ability to anticipate and projection,

Medium-sized business sense and ability to grasp its constraints,

Know how to organize & plan his/her and others' activities, set clear priorities,

Sense of adaptation in a multicultural environment,

Strong mobility (frequent travel in France).

#### **Expérience**

Confirmé (+ de 10 ans)

#### **Secteur**

Equipements Sportifs

#### **Langues**

Anglais