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## **JOB DESCRIPTION**

<b>Job title</b>	Marketing Manager (Trade)
<b>Department</b>	Brompton Bicycle Ltd
<b>Responsible to</b>	Head of Marketing
<b>Salary</b>	Competitive

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Brompton wants to transform cities. By providing the means to commute or explore, with a bike that you can take anywhere, we can change the way people live in cities. Our high-quality products, combined with the resurgence in cycling, means that we are enjoying strong, sustained growth. To continue to thrive we need to recruit great people who can contribute to our ambitious aims.

This is an exciting time to join the marketing team as we embark on ambitious growth plans in Europe and beyond. You will be responsible for reaching our customers through a retail network of over 1,500 stores globally; leveraging our brand positioning and launching new products. You will be tasked with helping distributors and retailers to sell more effectively, supporting our in-territory sales managers to grow sales, with a particular focus on direct markets; France, Benelux, UK and Spain. You will play a key role in building relationships with our national retailers (Evans, Cycle Surgery, Fiets and Cyclable) and the IBD network.

### **Candidate Profile**

This role calls for a candidate with drive, assertion, friendliness and dependability. There is a need to achieve results within specialist areas of expertise and the incumbent should enjoy challenging situations and have the persistence to see a job through to conclusion. You will have the freedom to act whilst having the ability to communicate with others is an important aspect of the role. The job occupant should be a direct self-starter, who is friendly, self-confident, persistent, methodical, predictable, firm and prepared to take a stand when a result depends upon it.

The ideal candidate will be able to assert authority to meet agreed timescales and deadlines and overcome any problems which may get in the way of their achievement. They will be resolute in focusing on results, and if these are undermined they are prepared to tackle any problems or conflicts which get in the way. They will also be adept at remaining forceful when others become pessimistic and defeatist and provide satisfactory and acceptable outcomes in situations which involve the new and unexpected.

The person for this role will create a positive and innovative atmosphere which encourages people to commit themselves to the task in hand and where necessary, go beyond the call of duty to achieve their key objectives. They will create a culture of strategic excellence and encourage others to think longer-term, developing strategic advantage and seeking opportunities for future development. The candidate will be able to encourage others to communicate effectively and efficiently at a level that is understood by all thus developing a culture of participation and involvement. They will remain self-controlled and prepared to listen to what others think and feel whilst consistently developing practical procedures and complete tasks through to a conclusion.

### **Main Duties**

#### **Brand & Campaign Management**

- Collaborate with the content, communications and sales teams to launch new products and targeted marketing campaigns into the market successfully.
- Own the visibility of the brand, key messaging and instore experience across the trade network.
- Co-ordinate the translation, logistics and implementation of POS and VM.
- Build the link between the digital and instore experience.

### **Market Development**

- Collaborate with our sales teams in direct markets; France, Benelux, UK and Spain to target key accounts, initiating strategies to drive volume through them.
- Build relationships with marketing counterparts at key accounts (Evans, Cycle Surgery, Cyclable, Fiets!) to identify opportunities and tailor resources to support their requirements.

### **Trade Communications**

- Inspire our trade customers through engaging communications, new dealer inductions and factory visits.

### **Event Management**

- Management of Events Exec to deliver global consumer and trade events programme including the Brompton World Championships

### **Budgeting & Reporting**

- Closely manage the Trade marketing budget.
- Produce monthly reports reporting on ROI versus investment on all activities undertaken.

### **People Management**

- Management of two direct reports; Trade Marketing Exec and Events Exec
- Takes responsibility for implementing and coordinating performance management activities across the team to ensure that employee engagement levels are maintained and aligned with company behaviours and appropriate results achieved.
- The role also makes sure performance management is reviewed in line with the company performance recognition framework as well as actively manages underperformance.

### **Essential (E) & Desirable (D) Criteria**

- Minimum 5-6 years' experience working in trade marketing (E)
- With either experience of the cycling industry or a personal interest in cycling. (E)

If you feel that you fit within the Brompton team spirit and you can bring talent, innovation and enthusiasm to our workforce then please email your CV and covering letter to the HR team, at [Recruitment@brompton.co.uk](mailto:Recruitment@brompton.co.uk) .

#### **Applicants must have the right to work in the United Kingdom.**

The Company reserves the right to vary or amend the duties and responsibilities of the post holder at any time according to the needs of the Company's business. The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences of relief, to equalize peak work periods or otherwise to balance the workload.

