



JOB DESCRIPTION

Job title	Trade Marketing Executive (Europe)
Department	Brompton Bicycle Ltd
Responsible to	Trade Marketing Manager
Salary	Competitive

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 implementing our instore presence through a retail network of over 700 stores in Europe; leveraging our brand positioning and supporting the launch of new products including the Brompton Electric. You will support our distributors and retailers to sell more effectively and in-territory sales managers to grow sales, with a particular focus on direct markets; France, Belgium, Netherlands and Spain. You will play a key role in building relationships with our national retailers and the IBD network.

Candidate Profile

The right candidate will have persistence, seeing a job through to conclusion and the ability to work in a logical and systematic manner. The successful candidate will also be consistent in the manner in which a task is tackled, creating sound practical procedures which incorporate accuracy; they will be persistent in problem solving, seeking solutions through the expertise of self and others, resolving problems in a timely and thorough manner and providing specialist and/or administrative services with high level of internal and external customer satisfaction.

The person for the role will encourage others to communicate effectively and efficiently thus developing a culture of participation and involvement: they 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 in order to achieve their key objectives. They will also be disciplined in developing organisational systems, procedures, gather facts and figures, monitor self and others and achieve goals in a timely and factual manner; when handling or involved in conflict situations they will adopt a non-confrontational working ethic to achieve and complete task in a timely and complete manner.

Main Responsibilities

Brand and Campaign Support

- Manage the translation, logistics and implementation of POS and VM in European markets (key markets; France, Belgium, Netherlands, Spain)
- Support the Trade Marketing Manager to launch new products into the dealer network

- Support the launch of new Brompton Junction stores in Europe
- Develop strategies to build engagement with the Brompton community through Brompton Junction stores
- Build the link between digital and the instore experience.

Trade Communications

- Inspire Trade Customers with engaging communications, new dealer inductions and factory visits.
- Trade CRM; ensuring all contact lists are maintained and updated.

Events

- Support Events team at Trade and Consumer events.

Budgeting and Reporting

- Manage European Trade Marketing Budget.

Essential (E) & Desirable (D) Criteria

- Minimum 1 years' experience working in trade marketing (E)
- With either experience of the cycling industry or a personal interest in cycling. (E)
- French language an advantage. (D)

Steadiness (High S)

- This job will best be filled by people who appear calm and self-controlled under most circumstances
- Sincere concern for others and the ability to work comfortably within a team or work-group will strongly favour applicants for this post.
- This job requires the special ability to regularly finish assignments and take tasks through to their natural conclusion.
- Good day-to-day planning capabilities are an essential ingredient for satisfactory performance.

Influence (High I)

- The possession of leadership and motivational skills will be vital to success in this function.
- Those candidates or incumbents who are able to establish and cultivate meaningful inter-personal relationships will be at a distinct advantage.
- The creation of a positive and friendly work place will often be expected of the job holder.
- The job will best be filled by those who are able to participate naturally and willingly with others.
- Influencing and motivational skills are critical requirements for incumbents.

Compliance (High C)

- A thorough, disciplined and detailed style may be necessary for those people seeking to occupy this position.
- The logical and detailed analysis of data and processes may often be a component of this job.

Benefits

Brompton offers you a very excellent working environment with enthusiastic colleagues who get along very well, communicate and cooperate with each other. The working climate is informal, but we work hard. Next to good terms of employment Brompton offers you the opportunity to work in a responsible and challenging job within a dynamic, international and ambitious environment. We are all proud to be part of Brompton Bicycle; we all share the same passion and dedication to the company and embrace differences in cultural backgrounds and skills.

- Huge discount on your very own Brompton (family and friends get discount too)
- Position to thrive. Whether you're early in your career or an experienced professional, Brompton provides you with everything you need to excel in your job and for personal growth. You will be actively encouraged to increase your skillset and to attend relevant events
- 20 days holiday plus Bank Holidays, increasing the longer you stay with us
- Workplace Pension Scheme, Season Ticket Loan, Flexible Working, Cycle to Work Scheme to name just a few...
- Birthday Breakfast, Family Fun Days, Christmas Parties, London to Brighton Bike Rides, Charity Raffles, Volunteering with the local community all go towards creating a working environment that is fun and enriching

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 People Team, at 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.

