



**Position Title:** UK Marketing & Customer Knowledge Manager  
**Department:** Marcoms  
**Reports to:** Senior Communications Manager  
**Location:** Romsey

**Position Summary:**

To capture, analyze and interpret consumer and dealer data, provide reports and analysis for the management team on consumer trends and to identify target markets and consumer and dealer profiles. To provide an awareness of our consumer and dealer market and to be able to target information on Garmin products and services. To develop Garmin's Consumer Knowledge Strategy.

**Essential Functions:**

- Develop and maintain a data capture database, consisting of consumer data from the UK
- Work closely with other departments to identify current areas of data capture
- Analyze figures and data and interpret it into useable data
- Produce reports on trends and information
- Develop consumer and dealer profiles
- Manage the data and keep all data up to date
- Monitor and track responses to produce information for up selling and product/service awareness
- Other duties deemed necessary.

**Other Responsibilities:**

- Develop a working relationship with Garmin's European distributors and aid successful data capture across Europe
- Direct mail to consumers and dealers



**Education, Skills and Experience Required:**

- Proven Project Management experience
- Ability to analyze captured data
- Good PC skills including database management systems
- Web/internet experience through data capture
- Presentation skills
- Have experience within or an appreciation of marketing & communications