



Position Title: European Marketing Manager
Department: European Sales/ Marketing Department
Reports to: Senior Marketing Manager EMEA
Location: Europe

Position Summary:

Working closely with Garmin's European Distributors and Sales Managers to drive strategy and the management of Garmin (Europe) Ltd brands through key media.

Essential Functions:

- The management of European brand strategy through to market
- Managing brands through key media (e.g. press, advertising, POS, web, exhibitions, print)
- Developing Garmin's in-store presence and leverage over the competition
- Support on-line Garmin in-country activity
- Understanding in-store challenges and processes (staff, logistics and finance)
- Drive strategy for POS in support of Sales Manager with tender presentations and delivering collateral to retail, dealer and distributors
- Consumer profile research and ROI programmes

Education, Experience and Skills Required:

- At least 8 years Marcoms experience
- Experience in the consumer electronics industry with a good understanding of regional market trends and competition movements
- Strategic thinking
- Capable of working autonomously
- Demonstrate initiative, flexibility and resourcefulness
- Good communication and organisational skills
- Flexible, hands-on approach to business
- Budget management skills
- Able to liaise with colleagues at all levels
- English and country language (e.g. German) essential
- Ability to travel