

JOB TITLE: Field Marketing Manager

IMMEDIATE MANAGER: Brand Manager (BM)

DIRECT REPORTS: Field Marketing Specialist (FMS)

PURPOSE OF THIS JOB: To establish the local face of an international brand, translating Red Bull's global strategy to a key market.

The Field Marketing Manager (FMM) is responsible for executing Red Bull's marketing strategies through Athlete Marketing, Events, Opinion Leader Marketing and Consumer Collecting, and maximizing local Communications output within a geographic market area. All Field Marketing activities adapt national strategies for relevant local sports, disciplines and scenes.

This implies on a market level:

- Management and execution of the strategic marketing direction of the brand; tailoring brand marketing initiatives to the local market landscape.
- Creation, planning and execution of marketing programs, sampling and events with a specific focus on communications.
- Integration of marketing into key sales initiatives to grow the user base and build brand awareness, brand love and word of mouth for Red Bull and product sales.

MAJOR ACTIVITIES TO ENSURE ACHIEVEMENT OF KEY RESULTS AND DELIVERABLES

1. Sports & Culture

- Maximize a strong ROI by creating and supporting key events/scenes/marketing opportunities that are reflective of the Red Bull Brand values and deliver a clear, strong, authentic brand message to the consumer
 - Activate Red Bull Athletes, Events and Properties
- i. Concept, create and execute original Red Bull small fires/athlete projects in market.
 - ii. Activate and leverage regional/national/global events, series and properties that fit within established local market business plan.
 - iii. Support select 3rd party sport and culture events that are relevant to the Red Bull brand and our key targeted consumers.

- Relationship Development

- i. Identify relevant scenes for the market that are applicable to the Red Bull brand and business objectives. Prioritize those with the most potential to engage our target audience and broaden our reach.
- ii. Entrench yourself and Red Bull through opinion leaders in relevant grassroots sport and culture scenes to impact key targeted consumers.
- iii. Build a sustainable relationship with local authorities to facilitate the execution of Red Bull marketing activities.

- Innovation

- i. Develop new ideas with a local network of opinion leaders that bring the brand to life. Utilize internal network of BMs, FMMs, Sport and Cultural specialists, HQ and approved agencies during creative process.
- ii. Submit new ideas and local movements on a regular basis for events, athlete programs and opinion leader projects.

2. Communications

Set the market communication strategy and desired outcomes together with BU Regional communications manager with consideration for national programs and regional priorities and local branded events.

Prioritize resource allocation in relation to media outcome to ensure maximum ROI.

Deliver local media output for Red Bull programs, athletes, projects and events.

Outsource media-related activities to the right market experts and freelancers as needed to maximize the communication outcome.

Build solid relationship with local media outlets including general market, key scene focused and campus media (TV, radio, print, web and new media).

3. Consumer Collecting: Wings Team and SBM Program

- Through effective leadership of Field Marketing Specialists:

- i. Ensure the Wings Team Program engages new users and drives trial to expand the consumer base.
- ii. Drive distribution and visibility at and around campus in close collaboration with the area sales team.
- iii. Collaborate with sales counterparts on the best strategic employment of Wings Team Sales Drives.
- iv. Activate campus relationships and integrate Red Bull marketing strategies into functional and image building opportunities with college students on and off campus.

- v. Utilize well-trained Student Brand Managers (SBM) as a work force for events and projects.
- vi. Drive innovative programming targeting the college audience.
- vii. Work in close collaboration with the Consumer Collecting Manager (CCM) to ensure alignment.
 - Set clear goals together with the FMS for the Wings Teams and SBM Program to ensure the implementation of the strategic focus in market.
 - Coach the FMS to continually reinforce best practice and delivery against a defined strategy.

4. Identify and selectively support collaborative sales and marketing opportunities

- Work in conjunction with the area sales team to ensure that marketing initiatives and programs are leveraged across the sales channel and the brand image is brought to life within the On Premise environment and with key distribution partners and customers.
- Actively participate in meetings with local sales team to align marketing & sales strategies.

5. Management & Administration

- Cultivate and develop FMS direct reports by establishing KPIs and ensuring execution against defined goals.
- Develop field marketing plan and budget in close collaboration with national specialists.
- Manage expensing, budgetary authorization and other administrative direct report responsibilities for FMS.

KEY RESULTS AND DELIVERABLES (WHAT DOES SUCCESS LOOK LIKE)

1. Engage new users and expand the consumer base, per capita consumption and share.
2. Well executed Red Bull events and projects that resonate and entrench the Red Bull Brand values with the key targeted consumer.
3. Robust local media outcome, stemming from local programs and by activating national programs locally.
4. Perfect execution of the consumer collecting programs (SBMs and WT) through FMS.

5. Relevant and impactful activities with key targeted consumers via developed relationships.
6. Strong distribution and availability across the market, particularly in and around universities. Integrated marketing efforts that drive consumer pull in cooperation with local sales team.

KNOWLEDGE, SKILLS AND EXPERIENCE

1. Minimum 4 years grassroots marketing experience and 1-2 years management experience.
2. Bachelor's Degree required.
3. Strong understanding of youth culture in sports and culture.
4. Exceptional communication skills, including presenting and training abilities. Empathy to work with very different stakeholders (journalists, sports and culture scenes, authorities).
5. Strong planning and project management competencies.
6. Ability to cultivate team environment.
7. Creative mind, with prior successes in driving the creative process.
8. Must be proficient in Microsoft Office applications and common IT tools.
9. Lives and represents the Red Bull Brand.

ADDITIONAL INFO

We offer an exceptional Benefits program, including Medical, Dental, Vision, Long and Short-Term Disability. If that's not enough, we have an excellent (matching) 401k, company car/ car allowance, tuition assistance, and paid time off programs. We pay all premiums for the employee and their dependents. (You read that correctly.)

Education : Bachelor's Degree
Career Level : Manager (Manager/Supervisor of Staff)
Job Type : Full Time

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