



## **DJI GmbH Recruitment 2017**

### **Position 5.: Channel Marketing Manager**

**This position will be based in Frankfurt, Germany.**

#### **Description:**

The Channel marketing manager runs the agenda of retail and shopper marketing. Creates concepts to present the brand and product in retail. Develops mainly consumer electronic retail channel to support sell out and increase customers demand and considerations. Works with resellers to improve and build solid presentation of the brand and products. Executes POS communication and enhances POS catalogue

#### **Responsibilities:**

- Plan and execute marketing activities in consumer electronic retail and other channels
- Support and develop reseller network in order to improve brand and product presentation
- Organizes retail event such as training, promotion and roadshows
- Lead implementation of new and existing POS catalogue
- Drive demand, consideration and sales

#### **Requirements:**

- Bachelor degree in marketing, or business administration
- 2-3 years' experience as Channel marketing manager or 5 years general marketing experience
- English language – advanced C1, C2 level
- Eligible to work in EU countries
- Project management and planning skills on very advanced level
- UK or Benelux, Nordics electronic market knowledge