

Turkey Jobs Expertini®

Specialist Football & Local Production

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Company: adidas

Location: Istanbul

Category: other-general

THROUGH SPORT, WE HAVE THE POWER TO CHANGE LIVES

At adidas, every day is a chance to flip the script. An invitation to take everything we know and re-invent it. Do it better. Never settling for good enough.

Every day we get up, invent, adapt, improvise, find new ways to collaborate, and do the unexpected. We're creators, makers and doers. Helping athletes make a difference, not just in their games, but in their lives and in their world.

It's an obsession.

We've been doing this for more than 65 years. With an unmatched history and tradition of creating iconic products, consumer connections and experiences, we've been defining sport culture since the beginning.

And we're never done.

Come be a part of shaping the future together with us.

Purpose:

Drives local short and medium-term objectives for the football category & local production initiatives. Implements Global & Hub GTM strategies in a locally relevant way, considering different consumer needs and distribution channels. Drives cross-functional marketing

execution. Provides clear and relevant commercial input in terms of local consumer needs, market particularities, and channel needs. Collaborates regularly with global and hub counter parts as well as LO office and local suppliers to identify business opportunities in the market and to maximize net sales and profitability (within global and hub strategic parameters) with perfect execution.

Key Responsibilities:

Manage all aspects of range management, including segmentation and distribution for.

Establish pricing of the range to deliver target margins, volumes and value, including pricing harmonization across all categories.

Create impact in respective categories showroom and sell-in setup.

Develop defined parameter-level forecasting, provide all relevant KPI reporting and provide any required scenario analysis related to respective category.

Follow up global product launches to ensure alignment with local launches.

Actively collaborates and supports communication & omni & sales teams with regards to launch timing, products, tools and product performances for necessary actions to be taken.

Highly active role in clubs/feds licensed apparel business in terms of both product and relations. Plan all relevant timelines and coordinate meetings during the collection creation lifecycle.

Continuously seek additional opportunities to grow football business.

Work very closely with adidas Global Football BU for licensed apparel design and development.

Support constantly analyzing the success of the marketing plans across all communication channels and sharing that learning with Global Brand Marketing.

Follow-up and analyze competition in local market.

Contribute managing reports as an integrated team in line with team objectives, targets

and guidelines.

Assist BU Football to ensure leading exposure in local and brand relevant channels.

Assists Manager CTC adidas in preparing and analyzing reports by providing and consolidating data and by using analytical skills and know-how.

Track Football Club Launch Plan with including Production phase communication in Turkey.

Actively works with Football director & team in terms of football clubs' requirements and time phases, and LO for perfect execution of signed team jersey plans.

KPIs:

Brand Health KPIS (Brand momentum, Net Promoter Score, net sales)

Carry out go to market plans ensuring timelines

Brand reputation through fast and high quality response time to external world

Executional excellence in global campaign implementation and localization.

Brand Reach and Perception

Key Relationships:

CTC Manager and entire adidas Turkey Brand Team

EM Turkey Channel Teams (DTC, e-Com, Wholesale)

EM Hub Bus and CTC

EM Turkey, SCM

EM Turkey, Mops

EM Turkey Demand Planning

LO office & Local Suppliers

KPIs:

Brand Health KPIS (Brand momentum, Net Promoter Score, Spontaneous purchase intent, etc.)

Net Sales, GIM%, Share of Category, Gender

Orderbook Development

Range size and efficiency (incl. overlap)

Local Production / SMU / Early Launch efficiencies

Knowledge, Skills and Abilities :

Strong analytical skills

Strong interpersonal skills (e.g., relationship management, collaboration, creativity, confidence and facilitation)

Strong cross functional experience, across merchandising, category management, brand and sales

Structured, organized and process oriented.

Excellent presentation skills

Fluent in written and spoken English is a must.

Requisite Education and Experience/Minimum Qualifications:

University degree in business, ideally with marketing and sales focus or equivalent professional experience

> 3 years of Category Management/ Ranging/ Merchandising Experience ideally in sporting goods, fashion or other youth culture brands

Strong presentation/communications and influencing skills IT skills: Outlook and Word: Basic; Excel and PowerPoint: advanced

Cross References and Citations:

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