

# Turkey Jobs Expertini®

## Sr Specialist Brand Communications Lifestyle

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Company: Adidas

Location: İstanbul

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 & Overall Relevance for the Organization**

In this role, you will play an integral part in building the adidas brand as the best sports brand in Turkey through innovative storytelling and inspirational brand exposure for respective categories.

Senior Brand Communication Specialist will play an important role in supporting to launch campaigns according to the campaign strategy for respective categories. This role will work closely with EM HUB Brand Team and Turkey cross-functional teams to bring these campaigns to life. As part of the Turkey Go-To-Market (GTM) milestones, you will lead respective categories' brand comms deliverables.

Support line manager to Implement and execute all lifestyle category activations along the defined brand calendar, including internal briefs, agency briefs etc. (event-creative)

**Key Responsibilities:**

Understanding the Global/EM campaign strategy regarding the campaigns she/he is responsible for and downloading campaign strategy to all relevant cross-functional teams & agencies.

Plan and drive seasonal Lifestyle Brand Activation/Comms/Hype calendar and campaign planning milestones. Ensuring this calendar is focused on key brand priorities and drives local market initiatives where relevant by aligning with Line Manager

Ensure all the activations with focusing on brand priorities, such as WWTW specially Fashion Influencer Accounts, adiclub Membership Program & DBC and Retail as well as key lifestyle categories and commercial moments.

Support Brand Communication Manager to drive Turkey Lifestyle Category Brand KPIs & Campaign Targets & SOS. Monitoring Brand Health via tracking studies. Integrate traffic driver and desire creation initiatives for all consumer facing activations

Support marketing budget across Turkey in alignment with line manager and EM guidelines as part of the planning process

Support Brand Communication Manager to create & manage communities, according to Global/ EM direction, including budget allocation, contracts, relationships and activation executions

Provide a clear vision and direction to internal teams and external partners with relevant objectives and KPIs

Support Brand Communication Manager for preparing campaign GTM plan & mid campaign & end campaign reports which will be sharing with HUB Teams

Focus Originals Hype business with Line Manager and drive credibility for Hype with always on Communication & Activation calendar by working closely with Fashion Influencer WHS Accounts & Originals Community

Provide input to EM Lifestyle Brand Activation related to Cluster priorities where required to

improve Turkey Brand KPI performance.

Collaborate and working closely with PR-Newsroom & Spoma & CTC & Digital Brand Activations and Omni-Channel teams for every consumer facing activation to ensure a % alignment before activating

Establish a high-performance culture and drive employee engagement

Other duties as assigned by Line Manager

### **KPI's**

Brand Health KPIS (Brand momentum, Share of Search, Spontaneous purchase intent, etc.)

Brand / Category Net Sales

Key Campaign Sell Through %

DTC traffic and conversion

Key Digital KPIs (reach, engagement, sessions, transactions, etc.)

Brand marketing budget accuracy

### **Key Relationships:**

PR & Newsroom Team-Turkey

SPOMA Team-Turkey

CTC Team

Omni-Channel Consumer Experience Turkey

Digital Brand Activation Turkey

Brand Activations EM Hub

WHS Sales Team

External Agencies and Suppliers

Legal&Compliance Turkey

Finance Turkey

Strong interpersonal skills (e.g. courage, innovation, ownership)

Significant knowledge of the full marketing mix (advertising, events, sponsorship, community, retail) with a major brand or retailer (sporting goods industry preferred)

Support marketing budget Management

Strong presentation skills to internal and external stakeholders

Local content creation experience (photography&videography creative direction build up&experience)

Advanced user of MS Office suite of products

Experience in both market and above market organization preferred

Fluent English & Turkish

**Requisite Education and Experience / Minimum Qualifications:**

University degree in Business or a minimum of years equivalent professional experience, ideally in Sales and/or Marketing

Experienced in agency management, creative direction, event & community marketing with proven track record

Sports marketing experience will be an asset.

Highly motivated & open to learning

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