



For the RUNNERS POINT Administration GmbH we are currently looking for a

Coordinator, Brand Activation (m/f/d)

The Brand Activation Team is part of the Marketing Team of the RUNNERS POINT Group and plays a key role in developing and establishing the market position of all Runners Point banners. The team is responsible for an omni-channel, value-adding and targeted communication of brand messages and core values to increase brand awareness and customer retention. This especially includes relationship- and influencer marketing and brand activation events. It involves intense networking, fostering business relations as well as co-operations. Reporting to the Brand Activation Manager, the Coordinator, Brand Activation plays a key supporting role in both the planning and execution of all these activities. As part of this role, it is expected to work closely with internal stakeholders (e.g. Marketing, Buying, Operations, Planning & Customer Care department), as well as strategic external partners and influencers.

Tasks & Responsibilities

Influencer- and Relationship- Marketing

Establish and maintain third party relationships with influencers and testimonials. Act as an interface between brand concept and the different communication channels (digital, social media, visual merchandising, etc.). This includes:

- Acquisition, agreements and communication
- Conception, coordination and implementation of all activities
- Evaluate and express recommendations
- Write briefings for third parties

Brand Awareness & Event Activities

Support in the delivery and implementation of strong multi-channel activation plans, including events, community activations and sponsorship activities. Play a key supporting role in organising and managing resources to achieve specific project goals. This includes:

- Planning, organisation and execution of the annual and seasonal event calendar
- Alignment with key internal and external stakeholders from project briefing to execution
- Creative, media and PR management (e.g. mailings, invitations, press releases)
- Content creation and management of campaign asset delivery to media owners
- Project evaluation

Profile

- Bachelor's degree, preferably related to Business Administration or Marketing
- Interested in Brand Activations, with a strong affinity for Fashion/Sport/Youth brands
- Entry level experience in influencer marketing and event planning
- Strong understanding of the digital and social media landscape
- High expertise in relationship management
- Excellent verbal and written communication skills. Fluent in English and German
- Networker and motivator
- Pro-active, well organized and reliable
- Proven ability to multitask and deliver high quality work under pressure
- High computer and internet literacy, natural curiosity for new media
- Basic knowledge in creation of video and image content
- Potential to grow within the marketing discipline
- Team player and customer-oriented mindset
- Driver's licence (Class B)

Please apply via e-mail to Janina Mendritzki (Coordinator, HR):
janina.mendritzki@runnerspoint.com | 02361 907 96 121