

GoPro Brand Activation Manager (gn*)

2024-11-06 - Marketing & E-Commerce



AQIPA is a leading, internationally operating company specializing in the distribution and marketing of high-quality and innovative technology products. Headquartered in Austria with branches across various parts of the world, AQIPA takes pride in offering original solutions in the fields of consumer electronics, lifestyle, and accessories. With our slogan "We Grow Brands," we underscore our commitment to promoting and evolving brands by introducing innovative products to the market and supporting them with top-notch services. AQIPA sees itself as a growth driver for brands in the consumer electronics sector.

We are looking for a

GoPro Brand Activation Manager (gn*)

to strengthen our team at our headquarters in Kundl

YOUR MISSION WITH US:

- Making sure the GoPro brand and product novelties cannot be missed and are executed on brand in an effective way, in any of the key strategic retailers in the allocated markets
- Activating and improving the online retail presence of GoPro throughout Europe.
- Researching, planning, implementing and monitoring high-leverage retail media activations (on- and

offline)

- Development, management, and implementation of professional and innovative brand activations including budget responsibility and control
- Coordination and supervision of on-site execution tasks
- Supervision, coordination and monitoring of merchandising teams across the allocated GoPro countries and accounts
- Advisor and contact person for all Aqipa subsidiaries and close cooperation with GoPro Channel marketing team and agencies
- Building and maintaining an international network of suppliers

WITH THE RIGHT BACKGROUND YOU MAKE THE TEAM COMPLETE:

- You are a sport enthusiast and can fully identify with GoPro`s mission to help the world capture and share itself in immersive and exciting ways
- You have a feeling for aesthetics and an eye for details
- You speak very good English and German, with additional languages (Polish, Spanish, Portuguese) being a plus
- You have already gained several years of professional experience in the field of trade marketing/channel marketing or events in an international environment
- You know or are not afraid to handle projects under pressure and with many stakeholders involved
- You ideally have a sound knowledge of retail marketing and experience with best-in-class online product presentations
- You are a good team worker and communicator with a high degree of flexibility and "hands-on" mentality
- You have the possibility to travel to and attend events across Europe

WHAT YOU CAN EXPECT WITH US:

- **Emotions:** We have been an owner-managed company for 30 years and look after brands that move millions of people emotionally every day and improve their lifestyle
- **In the midst, not just an observer:** A modern work environment in an open, international atmosphere characterized by a positive spirit
- **Shape the Future:** Much here is still not set in stone. Everything you do for and with us will significantly influence the story of our company. That's why you should be part of it and let your knowledge contribute
- **Here to Stay:** You are part of the team from the beginning. Your colleagues warmly welcome you and are ready to help
- **Reliability and continuity:** Value-based corporate management and a future-proof job with long-term prospects and a lot of fun at work

SMALL PRINT ON A GRAND SCALE: WE OFFER OTHER ADVANTAGES THAT MAKE WORKING MORE PLEASANT, BUT SHOULD NOT BE THE MAIN REASON FOR YOUR DECISION:

- Flexible working hours
- Internal training (language courses, etc.) to support your professional ambitions through individual career planning
- Own breakout area in Kundl
- Free shuttle service from Wörgl train station to Aqipa

We are looking forward to receiving your application documents, including a letter of motivation, via LinkedIn and will be happy to provide you with further details in a personal interview.

* The sign "gn" stands for gender-neutral. We are open to all people and address all genders equally.