

Job description

Title: Category & GTM Manager
Reports to: Head of Marketing & GTM
Location: Amsterdam, the Netherlands

Company Description

Segway-Ninebot Europe recently expanded their organization with opening branches in Spain, France and Germany. Segway Europe sells luxury electronic transportation goods under the brands Segway and Ninebot by Segway for the B2B as well as the consumer market. Ninebot is a privately held company headquartered in Beijing, China. The company focuses on the research and development, design, manufacturing, distribution and sales of short-distance transportation products. The ultimate goal is to promote the evolution of our products to become the world's leading provider of mobile robotics solutions.

General Description

This key position can also be described as Product Marketing Manager / Category Manager. The person will be responsible for successful Launch and Product Lifecycle Management of a product category in the European market. To be successful in this role, strong commercial, analytical and communication skills are essential.

Key Responsibilities

- *Product (Product line-up and lifecycle maintenance, Product category business planning)*
 - Product assortment and line-up planning for the European region in close cooperation with HQ of your responsible business group/product category
 - Identifying (future) market trends and responsible for the market analysis for their product category (e.g. GFK data, Vehicle Registration data)
 - Facilitate the product lifecycle and promotional planning calendar / meetings with internal stakeholders
 - Ensures accurate rolling sales forecasting and the inventory planning by country / key account / sku in cooperation with local sales branches and distributor partners as well as internal supply chain teams
 - Communicates "voice of customer" into the wider organization (consumer, channel partners and internal sales teams)
 - Create and maintain an up-to-date key competitor overviews within the European market and develop automated tools where needed
 - Manage upstream GTM with HQ
- *Price (Pricing strategy, pricing waterfall, gross profit management)*
 - Responsible for achieving the business group/product category budget & target revenue and absolute gross profit amounts
 - Involved in (semi) annual budgeting process in close cooperation with finance department and China HQ

- Responsible for minimum channel / net / net / net price setting policies and its implementation and monitoring in the European region
- *Place (Product channel & distribution strategies)*
 - Day-to-day interface with the sales teams, plans regular visits to the key markets/branches/distributor partners
 - Manages, monitors, and influences the distribution strategy and policies in close cooperation with local sales branches and distributor partners
 - Provides “Key account” insights towards the management team at top selling markets/channels/key accounts in close cooperation with the Sales teams
- *Promotion (Brand marketing, Trade/channel marketing, PR, KOL and Influencers)*
 - Work together with the Marketing Communication team to ensure your category objectives are the driver for ATL/BTL Communication/Trade Marketing activities.
 - Align promotional plan with the Sales & Communication teams to ensure effective execution.
 - Clear model Launch plans to maximize European coverage with PR and influencers.

Qualifications and Skills

- Minimum B.S. / B.A. degree from an accredited college/university in Business or related field required
- 3+ years of Product Marketing experience of physical goods required (Ideally within the Consumer Electronics / Mobility industry and channels)
- Strong analytical & excel skills
- Strong interpersonal communication skills
- Ability to interact with both external and internal customers with many different cultures
- Detail oriented with strong aptitude for problem solving
- Able to work independently and exercise good judgment
- Language skills (speaking, reading, writing): Chinese (Mandarin) and English
- International travel within the European region, potentially but not limited to 10% - 15% of time.
- Keywords: Team player, Hands-on mentality, Positive energy, Optimist
- Entrepreneurial spirit combined with corporate discipline with Effective Planning & Organization skills