

Job description

Join the Fjällräven Family!

Fjällräven was established in Sweden in 1960. For more than 60 years, Fjällräven has been inspiring folks to get outside and protect the environment we live in. Getting people outside is not just an effort – It's our sole purpose for being. We are proud of our history and will continue to create amazing products that encourage everyone to enjoy the outdoors.

We value our Swedish heritage, sustainable practices, and providing the best gear possible to enjoy the outdoors. Our team shares those values – and we also know to support each other and have fun both inside and outside the office. We are a group of like-minded people who make it our business to do the best job possible – whether you're working in one of our brand centers or providing customer service to our long list of fans. Being passionate about the earth, animals, and people connects us all here in the FjällrävenFamily.

If you desire to work for a company that makes the best sustainably-produced outdoor gear, cares for the environment and wants to make a difference, this may be the role for you.

Vice President Marketing

Provides strong leadership to the Fjallraven North America marketing team to plan and execute on long lead brand planning and tap into emerging markets for Fjallraven ensuring a strong brand identity in North America consistent with the key values and heritage of the international Fjallraven brand.

This role will lead our marketing team including leadership of four key functions: advertising, creative, digital, and brand management. This is a highly visible role across the organization and is an opportunity to make a lasting impact on growth and success of Fjallraven. A key component of success in this role is the ability to inspire, coach, mentor, and develop a passionate talented team.

The ideal candidate will have a proven success in creating and leading teams, connecting consumers with a premium brand, delivering high impact and inspiring presentations, and representing the brand in a way that makes people want to be a part of our outdoor community.

General Accountabilities

- Creative - understands and communicates brand across channels
- Drive innovative marketing ideas and strategy
- Create and lead the strategic oversight of brand initiatives, campaigns, and customer research programs
- Understand and leverage customer's behaviors and motivations
- Oversee the development of strategic plans and execution across all areas of responsibility
- Define and evaluate key metrics that tie to business goals

- Work effectively with cross-functional teams including building positive, productive work relationships to understand and deliver marketing solutions that drive growth and bottom line results
- Build strong partnerships and establish credibility with the internal and external team based upon a demonstrated collaborative approach, leadership skills and experience.
- Monitor retail, media and consumer trends and determine implications for our business

Job Qualifications

- Minimum 8 years experience working for an industry leading dynamic and disruptive heritage outdoor brand with big dreams
- Proven ability to grow business by consistently hitting revenue targets while maintaining the budget
- Bachelors degree in related field

Skills

- Excellent verbal and written communication
- Active learning
- Active listening
- Critical thinking
- Judgment and decision making
- Negotiation