

Example of Basketball Job Description

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Our innovative and growing company is looking for a basketball. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for basketball

- Develop, direct, and coordinate the complete marketing plan for the Global Basketball category
- Develop marketing plans that maximize the brand's awareness and sales by utilizing new marketing and media mix to connect and communicate meaningful brand messages to consumers globally
- Develop global strategic marketing plans to fuel business growth and ensure targeted programs are connecting to the consumer in local marketplaces
- Work closely with the full Brand Marketing team, cross-functional teams including Sports Marketing, Product and Merchandising, in the development and execution of marketing programs that drive the category and brand vision
- Strong verbal and written communication skills, including meeting facilitation and organizing contents for presentations
- Develop and implement a long term creative direction/vision/strategy together with the BU and the Creative Director for the respective BU aligned with the overall Creative Direction that can position adidas as the market leader for the respective BU
- Develop and implement a creative strategy that will increase brand association and recognition through brand marketing assets, Teams, Athletes, go to market, and retail
- Develop a long term innovation roadmap for the category together with AIT respectively Trend, BU, and the Advanced Team, and establish a plan for how

- Lead and steer the BU creative vision toward strategic objectives and the business targets supporting SBP
- Establish a close working relationship with the respective different Category heads in the Business Units, key markets, and functions

Qualifications for basketball

- Proficient in Adobe Creative Suite (specifically InDesign, Dreamweaver, Photoshop and Acrobat)
- Priority given to candidates with coaching certification (USA Basketball)
- For further information, please contact OHS Athletic Director, Anthony Lee (anthony.lee@bcsemail.org)
- Solid product and industry knowledge
- Frequent travel required (domestically & internationally)
- Proven experience in strategic and business planning