



Job Title: Director of Marketing

Location: Atlanta, Georgia

Department: Marketing & Public Relations

Job Description:

At Triumph we're driven to create distinctive, cool, authentic and premium motorcycles through bold design, purposeful engineering and a genuine passion for the ride. We strive to create an experience that totally involves the rider and brings out their best, because their passion is our passion. **Triumph is the Premium British Lifestyle Motorcycle Brand.**

The Director of Marketing champions, promotes and protects global brand guidelines throughout the company and on a local and national level. The Director provides approval on creative decisions, dealer and consumer communications and ensures that the Marketing, Public Relations, Merchandising, e-Commerce, Digital and Parts/Accessories teams are all aligned with consistent strategies and working toward the same objectives.

The Director is responsible for developing and managing long-term relationships with key stakeholders and prospective Triumph customers and dealers. This role reports to the North American Chief Operating Officer (Subsidiary General Manager) and is responsible for traditional and digital marketing initiatives which align with Triumph's business strategy, including national marketing communications, PR activities, partnerships and events.

Duties and Responsibilities:

CREATIVE DIRECTION

- Shepherd the vision of the brand through consistent execution of the brand values
- Provide art direction to Marketing Coordinator, Social Media Analyst and other team members in the production of all dealer and consumer-facing marketing collateral
- Oversee and provide editing feedback/guidance for all brand videos created in the US/Canada
- Approve and edit advertising and creative copy for all campaigns
- Art direct creative advertising campaigns shot in the US/Canada
- Conceptualize and project manage national television campaigns
- Receive quarterly consumer programming direction from the CFO and COO, then plan and execute the nation-wide launch of all aspects of the surrounding digital and print advertising along with in-store POS kits for all 200+ dealerships

LEADERSHIP & TEAM MANAGEMENT

- Oversee, manage and provide guidance to Marketing Coordinators, Social Media Analyst, Communications Manager, Public Relations team and Digital team
- Ensure department master calendar is maintained at a minimum of 180-day level, developing and executing overall marketing strategies for the Marketing, PR, Merchandising, Parts/Accessories and Motorcycle teams
- Manage third-party vendors: graphic design, photography, videography, production assistants, and so on. Research and grow network of these supporting vendors.
- Manage any Agencies of Record – such as media planning and buying agency
- Read, edit and provide final approvals for daily dealer communications by the internal communications department

BUSINESS

- Serve as direct contact for UK Central Marketing Team (CMT) and as the point person for cross-border initiatives with UK and other global subsidiaries
- Attend quarterly global marketing meetings at UK headquarters
- Present the business in a professional manner at all meetings, industry and non-industry events, dealer meetings, etc.
- Oversee the writing, editing and creative direction for the annual network Dealer Guide, a 100+ page guidebook provided to the dealer network covering all ranges of the business from inventory financing to consumer programs to branding and trademark policies and guidelines
- Protect and strengthen the brand's premium positioning and image
- Coordinate with a national field team of 16-18 sales representatives to ensure field staff is up-to-date on programming, to receive feedback on programs prior to launch and to ultimately ensure the marketing plan is addressing needs of the individual regions
- Plan and produce quarterly business videos with North American COO
- Plan and produce annual Dealer Conference

ADVERTISING

- Plan and manage North American advertising placement budgets – including print, television and digital. Work in collaboration with key stakeholders to develop and maintain the national marketing plan, ensuring it aligns with the global and national business strategies, considers central marketing activities, and addresses market specific production and sales forecasts along with market specific brand image and awareness.
- Plan and manage North American advertising production budgets and maintain evolving network of designers, photographers, videographers, etc., to produce brand-relevant advertising materials
- Create and place advertising assets in planned media by close date deadlines
- Plan and manage production and distribution of POP/POS materials for dealerships

MEDIA / PARTNER RELATIONS

- Foster and develop relationships with endemic and non-endemic media outlets, press, publications and brand ambassadors to increase brand awareness and keep the brand front of mind for partnerships and cross-channel opportunities
- Facilitate product placement in television, movies and oversee VIP/celebrity builds
- Manage local aspects of product/press launches and events, oversee Triumph participation at national/local bike shows along with other industry or non-endemic events that fall in line with the central brand strategy

Education/Experience:

- Bachelor's degree mandatory plus graduate degree preferred
- 5-10 years direct experience in the marketing and/or advertising fields
- Strong conceptual and creative skills
- Advanced research and writing skills
- Strong history of public speaking and proven public speaking skills
- Adobe Creative Suite – intermediate knowledge at a minimum
- Microsoft Office, particularly Excel, PowerPoint (or Apple Keynote) - mandatory
- History of motorcycle riding and a current class M license is required

Person Specification:

	Qualifications / Professional Status	Essential / Desirable
1.	Marketing/Communications degree or equivalent knowledge or experience in marketing, communications and brand development	E
2.	Excellent level of English (written and spoken)	E
	Skills – who you are	
3.	Intellectually curious, always looking at best practice and continuous improvement with a proactive approach to problem solving	E
4.	An innovative and creative thinker with a proven track record which demonstrates an ability to transform ideas and analytics into practice, as well as turning long term strategy into short and medium term actions and deliverables	E
5.	Develops productive working relationships to engage and influence a range of key stakeholders including colleagues, customers, suppliers, partners and others, using well-developed oral/written communication and presentation skills	E
6.	Excellent eye for detail and an eye for visuals and art to enhance product marketability	E
7.	Adaptable and flexible in handling changing circumstances & shifting priorities	E
8.	Results-orientated and strives to improve or meet a standard of excellence	E
9.	A collaborative leadership style that inspires and guides people around a shared vision through the Triumph brand	E

	Knowledge – what you do	
10.	Excellent working knowledge of latest marketing and communications practices – analysing and benchmarking how other organisations do similar things in order to achieve improved processes, services and products	E
11.	Awareness of our brand proposition and principles, and how we use these to create maximum visibility in the market place	D
12.	Knowledge of all aspects of Triumph Online and the full Triumph product range and product features	D
13.	A high-level understanding of Customer Relationship Management and Dealer Management processes and systems	E
	Experience – how you have done it	
14.	Strong track record of organizing and coordinating a range of planning, budgeting and reporting activities with varying deadlines	E
15.	Proven experience of managing marketing budgets including input into management accounts and reporting on budgets	E
16.	Experience of managing, mentoring and coaching staff, to enthuse and motivate them	E
17.	Proven experience of achieving results in a team environment and managing customer expectations appropriately	E
18.	Proven track record of developing and implementing change	E