



## Marketing Coordinator (Spain & Portugal)

Specialized Iberia is looking for a Marketing Coordinator passionate about sports marketing, ideally with experience or interest in cycling, to support local marketing efforts across Spain and Portugal. This role reports to the Market Leader to drive successful campaigns across the business functions, it requires working closely with the Cluster Marketing Lead and be aligned with regional strategies.

### Key Responsibilities:

#### 1. Team Management:

- Manage and mentor the Marketing Iberian Team, fostering a collaborative and high-performance culture.
- Ensure that Iberia marketing teams are equipped with the resources and guidance needed to execute local campaigns effectively.

#### 2. Campaign Execution:

- Implement regional campaigns and tailor them to local audiences.
- Coordinate creative content with regional teams and ensure consistent brand messaging.
- Plan campaigns focused on cycling-related activities, especially cycling products and events.
- Ensure brand consistency across all touchpoints in Spain and Portugal.

#### 3. Communication & Media:

- Coordinate the relationships strategies with local media partners (digital, print).
- Coordinate communication strategies, press releases, and public relations activities.
- Monitor media performance and recommend optimization strategies.

#### 4. Retail & Event Marketing:

- Collaborate with retail teams and distributors on activations, in-store displays, and product launches.
- Plan and support cycling-related events or sport activations with retailers.
- Deliver point-of-sale materials and ensure merchandising excellence.

#### 5. Market Insights & Reporting:

- Track local trends, consumer behaviour, and competitors' activities.
- Provide insights to the Market Leader for strategy optimization and coordinate with the Cluster MKT Lead the local approach.



**6. Budget Management:**

- Monitor local marketing budgets and ensure campaigns are delivered on time and within budget.
- Track KPIs and report on campaign effectiveness, using data for continuous improvement.

**7. Collaboration & Coordination:**

- Work closely with the Market Leader to align marketing efforts with business goals.
- Partner with the cluster marketing team to share best practices.
- Coordinate with the local sales teams to ensure marketing supports business objectives.
- Work closely with local sales, retail, and event teams to align marketing efforts.
- Support the coordination of events, sponsorships, and retail activations.
- Collaborate with external agencies when required.

**Qualifications:**

- Bachelor's degree in Marketing, Business, or related field.
- 5/7+ years of marketing experience, ideally in sports or cycling related sectors.
- Strong project management and communication skills.
- Proficiency in data analysis and reporting tools.
- Proficiency in Spanish and English (Portuguese is a plus).
- Passion for sports, especially cycling, is highly preferred.

**Location:** Spain, Madrid

This role is ideal for someone with a passion for coordinating across multiple stakeholders, balancing strategic initiatives with local execution, and ensuring marketing success at the market level.

If you are interested, please send us an email with a cover letter and CV to [silvia.mozo@specialized.com](mailto:silvia.mozo@specialized.com) with the reference "Marketing Coordinator" in the subject line.

