



Marketing Coordinator, Originals & Energy(SYS-27366)

Published Role Title	Marketing Coordinator
Location	Needham, MA
Salary & Benefits	5%

Job Advert Description **The Marketing Coordinator will support driving the North American Clarks energy businesses with a specific focus on wholesale account marketing needs within the upper tiered distribution channels. This role will take on additional secondary responsibilities in assisting on an array of brand marketing and partnership execution tasks.**

The ideal candidate has a passion for footwear and fashion and holds a strong understanding of the current and Clarks cultural zeitgeist to help push boundaries and keep Clarks' influential energy products at the very forefront of culture. This position requires excellent verbal and written communication skills and the ability manage relationships with multiple external and internal partners.

What You'll Be Doing:

- Support wholesale marketing needs including but not limited to, execution of account marketing activation, distribution of marketing assets to key accounts, communication of special project launch dates and embargoes to key accounts.
- Support wholesale sell in process by assisting with tasks such as: sample coordination and compiling of marketing materials.
- Be a collaborative partner with key cross functional partners in product/merchandising in originals and premium across all genders to streamline efficiencies in a clear vision for the strategic direction for commercial growth.
- Ideate for, execute and track regional Originals and Premium Energy seeding program.
- Support with all aspects of Originals and Premium Energy marketing activation planning globally including but not limited to, product launch communication and strategy, event planning and execution, marketing asset creation and distribution.
- Maintain and evolve internal marketing road map and regular global communication touchpoints.

- Track and execute vendor payments within the SAP system
- Execute contractual partnership obligations inclusive of ordering partner seeding units, executing payments, and more.
- Coordinate marketing sample product ordering or internal needs.
- Expectation of working across global time zones
- Total expected travel: roughly 5% of the time.

What You'll Bring With You:

- 1-3 years experience in the footwear, apparel, or consumer goods industry.
- Experience working across time zones and effectively planning in different markets.
- Experience working with wholesale and retail business teams.
- Experience working cross functionally.
- Degree in marketing or business-related field
- Knowledge of current retail landscape across all consumer touchpoints
- Knowledge of all Clarks Originals partners and brands (either proposed or present)
- High level of understanding of the sneaker, apparel and streetwear end of the fashion landscape
- Knowledge of hype media landscape
- Deep understanding of the wholesale landscape in the US (ranging from large accounts to boutique)
- Strong communication skills including the ability to talk to key customers, and stakeholders within the business.
- Organizational skills: must be extremely organized tracking multiple priority projects at once.
- Project management skills: Know what it takes to work on multiple projects at once across many different timelines and at different scales.
- Insightful business mind: Be able to think both on behalf of the brand, and on behalf of the commercial side of the business with any project that is taken on.
- Detail Oriented: You must have a detailed skillset as you will be working closely on delivery dates, product codes, retail prices, and you must communicate accurate information always.
- Professional level PowerPoint presentation design.
- Independence: you need to be able to move projects along independently and build the relationships to be self-sufficient in planning a season

About Clarks

Clarks, based in Somerset, England, has been at the forefront of innovative shoemaking since its foundation in 1825, when brothers James and Cyrus Clark made a slipper from sheepskin off-cuts. At the time it was ground-breaking: a combination of invention and craftsmanship that has remained at the heart of what the brand does

now. In the Clarks archive of more than 22,000 pairs are shoes that have sparked revolutions and defined generations. From the original Clarks Desert Boot, first designed by Nathan Clark and launched in 1950, to the iconic Wallabee, each design has an instantly recognizable signature that makes it unmistakably Clarks.

This season, we're proud to introduce the Clarks Collective: five incredible activists championing authentic social change. From mental health awareness and LGBTQ+ rights to greater racial equality, these trailblazers are committed to creating a brighter future for us all – bringing to life Clarks' new global campaign, For the World Ahead.

Through spotlighting their stories and supporting their chosen charities and initiatives, we're ready to lead the way. After all, we're originators, not imitators. It's who we are, who we've always been. And to change the world of tomorrow, we're doing things differently today.

As a global employer, Clarks is committed to embracing diversity throughout our workforce by creating an inclusive environment that reflects the many cultures and locations where we work. We strive to create a productive environment which everyone has an equal chance to succeed at all levels through the organization. We will not discriminate on the basis of sex, age, disability, marital status, color, race, religion, ethnic origin, sexual orientation or gender re-assignment', complying with local legislative requirements.