



Date: September 2009

Job Title: Head of Marketing

Reports to: President & CEO

Status: Exempt

Location: Portland, OR

General Summary:

The Head of Marketing is responsible for developing and ensuring the successful execution of a global marketing strategy for KEEN that increases consumer awareness and loyalty and drives the sales of KEEN products worldwide.

Key Responsibilities:

- Develops and manages a cohesive and engaged team of marketing professionals who effectively plan and execute marketing activities
- Develops the strategic marketing plan for KEEN in coordination with KEEN Leadership and in support of business objectives
- Drives the creation of KEEN events that expand KEEN's reach to the consumer and support strategic brand and product initiatives.
- Develops brand assets for Marketing, Sales, Product and Retail (i.e. catalogs, POP, packaging, tradeshow booth)
- Creates a global marketing "toolkit" that supports marketing initiatives in the Regions (Europe, Asia, Canada, US).
- Identifies and manages relationships with marketing-related agencies (PR, creative, etc), to support marketing activities
- Identifies community and for-profit marketing partnerships that help define and expand the reach of the brand with consumers.

Leadership Profile:

- Builds efficient, effective and engaged teams
- Represents the "Hybridlife"
- Gains the respect of subordinates, peers customers and partners through knowledge, collaboration and accountability
- Develops sophisticated programs/concepts that are simple in their delivery

Qualifications:

- BA
- Minimum of 10 years experience in marketing management in an international outdoor, footwear, premium brand or packaged goods company.