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Introduction "Adidas" & "Nike":

- Adidas Founded in 1949 in Herzogenaurach Germany by Adolf Adi Dassler Adidas AG is a well-known international sportswear manufacturer. Adidas a company best known for its three-stripe emblem is a leader in athletic clothing equipment and footwear. The business collaborates with world-class athletes and sports organizations placing an emphasis on innovation and performance. Being one of the top brands in the industry Adidas has a big influence on both sports and fashion.
- Nike Group Inc. has been a global leader in athletic footwear apparel and equipment since its founding as Blue Ribbon Sports on January 25 1964 by Bill Bowerman and Phil Knight. After changing its name to Nike in 1971 the business is recognizable for its Just Do It motto and Swoosh emblem. Nike which has its headquarters in Beaverton Oregon works with elite athletes and sports organizations all over the world. It is a powerful force in popular culture and sports thanks to its creative products and adept marketing.

Strategic Goals

Adidas:

- Innovation and Project development:
- Sustainability:
- Digital transformation:
- Global market expansion:
- Brand strengthening and collaboration:

Nike:

- Innovation and Product Development:
- Market Expansion:
- Sustainability and Corporate Responsibility:
- Digital Transformation:
- Brand Strengthening:

Job Analysis (Marketing Manager)

Adidas:

Brand Strategy Development: To improve brand recognition and loyalty develop and implement all-encompassing marketing strategies.

Market Research: To determine consumer trends the competitive environment and market opportunities conduct in-depth market analysis.

Campaign Management: Organize carry out and evaluate marketing campaigns through a variety of media making sure they are in line with company goals.

Relationships with athlete influencers and important partners should be cultivated and maintained in order to increase brand awareness and interaction.

Product Launches: Manage and organize strategies for launching new products making sure that marketing and communication efforts are successful.

Nike:

Marketing Strategy: Create and implement marketing plans that spur brand expansion and support organizational goals. Consumer Insights: Enhance customer engagement and marketing strategy by utilizing data and insights from consumers.

Digital Marketing: To improve brand presence take the lead on digital marketing projects such as social media SEO and online advertising.

Collaborate across functional lines: To guarantee integrated and coherent marketing initiatives closely collaborate with the product sales and design teams.

Event management: To raise brand awareness and customer engagement organize and oversee brand activations and events.

Job Description of Marketing Manager in Both:

- Develop and implement comprehensive marketing strategies to increase brand awareness and market share.
- Manage marketing campaigns, including digital, social media, print and event marketing.
- Collaborate with cross-functional teams including product development, sales and design to ensure cohesive branding.
- Analyze market trends, consumer behavior and competitor activities to inform marketing strategies.
- Monitor and report on the effectiveness of marketing campaigns using key performance metrics .
- Oversee the marketing budget and ensure optimal allocation of resources.



Person **Specification:**

- Bachelor's degree in marketing, business administration, or related field.
- 5+ years of experience in marketing, preferably within the sports or fashion industry.
- Strong understanding of digital marketing, social media platforms and content marketing.
- Excellent project management skills and the ability to handle multiple campaigns simultaneously.
- Analytical skills with the ability to interpret data and provide actionable insights.
- Strong communication and interpersonal skills.



Required Skills:

- Strategic thinking and planning
- Digital marketing proficiency
- Brand management
- Project management
- Communication and interpersonal skills
- Creativity and innovation
- Analytical skills
- Leadership and team management

These skills collectively help a marketing manager at Adidas drive brand growth, engage with consumers effectively and contribute to the company's overall success.

Pay and Working Conditions:

- Current compensation package: Includes base salary of \$80,000- \$120,000 per year, depending on experience and location.
- Bonuses: Performance-based bonuses up to 15% of base salary.
- Benefits: Comprehensive health insurance, retirement plans,, employee discounts, wellness programs.

Competitor Analysis: "Nike"

- Base salary of Nike marketing manager's \$90,000-\$ 130,000.
- Performance based bonuses up to 20% in Nike.
- Comprehensive benefits including health and wellness programs.

Working and Pay arrangement with Justifications:

Increase base salary range: Adjust the base salary range to \$90,000-\$130,000 to remain competitive with Nike and Puma.

Enhance bonus structure: introduce a more competitive bonus structure that can reach up to 20% base salary for top performers.

Additional incentives: Consider offering stock options or other long-term incentives to align with under armour's offerings.

Remote work options: Continue to offer remote work options to attract talent who value flexibility.

Flexible hours: Allow flexible working hours to accommodate different lifestyles and improve work-life and improve work-life balance.

Conclusion:

By adjusting the compensation package and enhancing flexible working arrangements, Adidas can attract and retain top marketing talent, fostering innovation and maintaining its competitive edge in the sports and fashion industry. These recommendations align with Adidas's strategic aims of being an employer of choice, driving productivity, and staying competitive in the market.

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