

# Job Description

Created by Zach Schmits/MizunoUSA on 02/23/2022 11:32 AM

## Basics

Job Title **Communication Specialist**

Job Code **CMCSP**

Reports To **Business Integration manager**

Business Unit

FLSA Status **Exempt**

FLSA Tested **No**

Direct Reports **No**

Driver's License

Required

## Summary

Are you at the top of your game looking to make a difference for a major brand? Would you like to work for a global leader in sporting goods and apparel? We are looking for an organized, innovative and passionate E-Commerce/DTC Manager to lead day to day operations of our Direct to Consumer/e-commerce initiatives with a focus on our driving our brand and sales through the digital space. A key to your success will be a strong understanding of product positioning, online merchandising and business planning that result in not only the best customer experience but sales growth as well.

## Receive Assignment From

Business Integration Manager

## Essential Duties and Responsibilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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- Developing media calendar for editorial coverage for each division
- Creating Press Releases
- Aid Divisions in developing Media Kits (determining contents and executing)
- Coordinating press/PR activities with global partners (e.g., adapting press releases from Japan and Europe for use in US, sharing US press materials with global partners, showcasing Mizuno- global corp, etc.)
- Securing ongoing/continuous coverage in trade and consumer pubs
- Securing PR for special events
- Relaying press coverage to field sales, internal management, customer service, global partners on an ongoing and timely basis
- Writing copy for marketing, digital and sales collateral – eg brochures, catalogues, sales manuals, hang tags, in-house ads, etc.
- Assisting in development of retail presentations- new product introductions, special events and retail merchandising proposals

#### **Basic Qualifications**

University Degree with a concentration in Journalism, Communications or Marketing  
Professional demeanor, ability to represent the Philosophy and Goals of Mizuno USA to the Public

#### **Other Qualifications**

Excellent verbal and written communication skills  
Competitive sports background preferred.

#### **Physical Demands/Essential Functions**

#### **Work Environment**

Quiet Work Environment