

Job Posting

Brand Marketing Coordinator

Reports to: CMO

About Mizuno

It is the responsibility of every Mizuno USA teammate to champion our Mission and commitment to one another and athletes everywhere as they strive for ultimate achievement at every level of competition. Are you a competitor driven by overcoming extraordinary challenges? Are you motivated by being a critical team member versus a limited role player? Do you aspire to make a difference with a brand that strives to do more in the communities in which we serve?

If so, then Mizuno USA team is recruiting top draft picks and free agents to transform the challenger brand that is Mizuno! Let us know if you're game ready!

Summary

The Brand Marketing Coordinator develops and executes highly engaging, insight-based brand and shopper marketing initiatives based on short to medium term strategies (0-36 months) that drive Mizuno business and brand priorities.

Success is defined by brand and targeted retailer's category growth and Mizuno brand growth within that retailer.

Basic Qualifications

Other Qualifications

- Four year college degree, MBA preferred but not mandatory
- Minimum 2 - 3 years of marketing/shopper marketing experience, preferably in the consumer goods and/or retail industry. Agency experience is a plus.
- Solid understanding of shopper marketing in omni-channel landscape, with specific focus on specialty retailer & digital execution
- Strong project management skills and ability to large multiple projects simultaneously
- Extensive experience developing shopper marketing strategies and plans, working directly with retailers
- Proven track record of delivering results leading cross functional teams
- Demonstrated reputation for customer engagement with ability to drive mutual business results
- Experience and comfort establishing external relationships
- Demonstrated leadership skills including influencing, team building, collaboration, strategic thinking
- Passion for and/or experience with team or individual sports (baseball, softball, volleyball, running, golf)
- Ability to travel up to 15% of the time

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.

Brand & Customer Strategy

- Works closely with category brand managers and strategic account team members to create strategies and tactics for driving Mizuno brand sales and retailer's category sales and profits with shoppers across all points on the path-to-purchase.
- Actively participates in each category's strategic planning process by representing the voice of the brand, retailer and shopper (consumer)
- Understands overall Mizuno brand strategy and positioning as well as each category's business goals and ensures alignment with Mizuno strategies and tactics at the assigned retailer
- Leverages the scale and reach of Mizuno's categories to deliver customer strategies that deliver unique value to the retailer

Planning & Execution

- Leads marketing planning process for assigned retailer for all categories.
- Owns the creation of the marketing calendar for the retailer and implementation of it, including, but not limited to, agency briefings, supervision of production timelines, etc.
- Establish appropriate objectives and business, category and equity target metrics for marketing calendar events and shopper marketing programs
- Tracks performance metrics through a scorecard and post-event analysis process
- Analyzes and reports on the implications of competitive marketing activity at the retailer
- Maximizes the effectiveness of marketing investments by leveraging the learnings / implications in developing future shopper marketing programs and the annual business plan for the assigned retailer.
- Leverages Mizuno's brand assets against key initiatives to drive growth at the retailer.
- Works collaboratively with retailer's internal functions, external agencies and Mizuno divisions in the planning and execution of programs
- Provides guidance to MUS grassroots promotions teams regarding execution of retailer specific initiatives.
- Ensures internal Mizuno planning timeline is optimized to work with retailer's planning process.
- Actively seeks out and collaborates with non-competing brands to offer bigger programs to the retailer.
- Leads or support the development of unique products and value propositions specifically aligned to both Mizuno brand and retailer needs including packaging changes and new products
- Controls shopper marketing spend within the approved budget levels.
- Supports sell in activity by MUS key account managers by being ready at sell-in time with insight-based retailer specific marketing plans

Insights

- Identifies key and relevant insights in support of strategy and tactics.
- Proactively shares key learning's and insights from the retailer with the Mizuno organization and agencies to drive more effective planning.
- Identifies key insight gaps and develops action plans to address them
- Leverages brand and consumer insights to sell in marketing programs to the retailer

Organization Role and Structure

- Balances the priorities of the retailer and Mizuno to provide win-win solutions.
- Effectively communicates and builds relationships all organizational levels within the retailer's organization and at Mizuno
- Acts as a thought leader within the retailer and at Mizuno by demonstrating best-in-class knowledge of path-to-purchase insights, shopper marketing processes

Whenever possible, Mizuno USA, Inc. strives to promote from within if the skills and necessary qualifications meet the requirements for the position. Internal and external candidates will be considered for the position and the best candidate will be hired.

Mizuno USA, Inc. is an Equal Opportunity Employer: All qualified applicants will receive consideration for employment and will not be discriminated against based on their race, gender, disability, veteran status or other protected classification.

EOE M/F/D/V