

Job Description

Associate Marketing Manager

Reports to: Sports Marketing Manager

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 overall role of the Associate Marketing Manager is to support the product category managers in helping bring products to market and create consumer demand. This role is responsible for helping execute long-term strategy of the division and its product focuses, and for developing and executing marketing plans to support that focus. This role is responsible for executing day to day marketing operations to ensure on-time delivery of assets at product launches, social media planning and execution, assistance in content creation, and support at in-person trade show events and tournaments. This role will execute marketing initiatives in support of long term strategies of the business unit and team. They are accountable for working within a team first environment to help drive divisional profit, volume and market share objectives.

Basic Qualifications

- Bachelor's Degree in a business or marketing related function preferred.
- Approximate 20% travel required
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Other Qualifications

- Demonstrate team first mentality at all times
- Strategic thinking skills
- Organization, time management and follow-up skills necessary
- Ability to work cross-functionally with other key parties
- Ability to manage multiple priorities and meet deadlines in a fast paced environment
- Resourceful self-starter who gets things done
- Positive, constructive approach
- Demonstrated understanding of the factors impacting profitability, gross margins, inventory turns, materials costs, factory lead times, etc.
- Excellent communication and personal skills
- Ability to handle a multitude of projects

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.

- Work with product teams to understand key product launches in order to develop and execute go to market plans and initiatives to increase demand and help drive sales.
- Own creation and execution of copy, marketing descriptions, and all other website messaging needed for products with assistance from creative team and Team Sports Marketing Manager.
- Execute social media planning and execution, presenting content that engages followers and ultimately drives traffic to create conversion.
- Execute scheduled email marketing for team business utilizing CRM database software.
- Create and manage all deliverables needed for both Team and Strategic Account business for each product launch year.
- Assist in execution of key events throughout the calendar year with key partners to enhance brand awareness and build brand sentiment.
- Work cross-functionally with creative teams to execute annual catalog release process leading up to annual divisional product launches.
- Assist Marketing and Promotions manager in executing terms of all contractual obligations and partnerships.

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