

Basics

Job Title Associate Product Manager - Golf
Reports To Director of Product – West World Golf
FLSA Status Exempt
Direct Reports No

About Mizuno

Mizuno USA's roots stem from its parent company, Mizuno Corporation. Mizuno Corporation was established in Osaka, Japan in 1906 by Rihachi Mizuno. Today, Mizuno USA is located in Peachtree Corners, GA and continues to manufacture and distribute high quality golf, baseball, softball, running, track & field, and volleyball equipment, along with performance apparel and footwear.

Since our founding, we have taken special pride and pleasure in being able to participate in the exciting world of sports and providing sports equipment of the highest quality. Each and every one of us is guided by the ideal of true sportsmanship. That was true over 100 years ago and is still true today. It is evident in our corporate philosophy which, simply stated, is "Contributing to society through the advancement of sporting goods and the promotion of sports."

Are you a competitor driven by overcoming extraordinary challenges? Are you motivated by being a critical team member? Do you aspire to join a brand that makes a difference in the communities we serve? Mizuno USA is seeking top performers like you carry on the legacy of one of the world's most iconic sporting goods brands.

Every Mizuno USA teammate is a champion of our Mission and commitment to one another and athletes everywhere as they strive for ultimate achievement at every level of competition.

Let us know if you're game-ready!

Summary

The Associate Product Manager (APM) is responsible for product lifecycle management, budgeting, demand forecasting, vendor/supplier selection, price negotiations, and inventory classification for Golf Categories as assigned. Additionally, the APM is responsible for the overall management of these product categories, including assortment planning, product development, product training, marketing, and promotional direction in constant alignment with brand strategy, philosophy, and corporate values.

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.

The Associate Product Manager - Golf will perform tasks like the following:

- Overall management of the product category, including assortment planning, product development, mid-term planning, product training, lifecycle management, marketing and promotional direction
- Market analysis and product creation while ensuring that the budgeted market share, revenue, operating income and gross margin goals are achieved within the assigned product categories

- Conduct market research and gather market intelligence through consumers, dealers and sales professionals as it pertains to assigned categories. Travel to scheduled expos, dealer/customers and events to conduct primary research and assess secondary research
- Develop and maintain a detailed category budget, establishing initial forecast, sales and margin goals for assigned categories
- Work with global Headquarters and/or other global sourcing partners to ensure profitability and production requirements are met as are compliance with internal quality, durability, brand and logo positioning
- Conduct research/development of new and existing products to include appropriate wear and factory testing programs
- Work with Sales Management to develop plans ensuring balanced mix, cross-category assortment and account profitability
- Work with Associate Marketing Manager, Director of Sales and Senior Director of Golf to develop merchandising, POS aids, cooperative programs, catalogs, brochures, packaging and collateral material development, including product specifications and product copy for the assigned categories
- Develop and maintain SKU efficiency and profitability goals for assigned categories
- Working with Supply Chain, ensure production, budget and inventory levels are in sync with corporate targets
- Present product lines at sales meetings and trade shows. Contribute to the education of both internal and external stakeholders with product information and the benefits of Mizuno products and brand
- Engage in ongoing and frequent communication with Mizuno Corporation Japan (MCJ) product resources and partners. Travel to overseas markets for Global engagement when required by BU needs.
- Oversee Demand forecasting and inventory classification for assigned categories
- Aid in Vendor/Supplier selection, price negotiations when warranted
- Assist in account planning and developing effective product strategies to coincide with strategic sales goals for assigned categories
- Develop and maintain a detailed expense budget

Qualifications

- Bachelor's degree in Business, Marketing, or related field
- Minimum of 3 years of experience playing or coaching golf at the collegiate level or above, with a strong preference for professional golf experience
- Expert knowledge of MS Office suite, particularly MS Excel
- Marketing experience with website management, social engagement management; minimum 3 years or equivalent
- Ability to travel domestically and internationally up to 15% of the time
- Sporting Goods Industry experience preferred
- Demonstrated understanding of the factors impacting profitability, gross margins, inventory turns, materials costs, factory lead times, etc.
- Golf playing experience at the competitive level a plus
- Computer literate - JD Edwards, PowerPoint, Excel, Word, Lotus Notes, reporting software
- Excellent communication and personal skills
- Ability to handle a multitude of projects
- Ability to deliver presentations and public speaking engagements
- Ability to effectively manage a budget and stay within guidelines

Physical Demands/Essential Functions

- Some physical lifting and moderately strenuous exertion required for event setup and teardown.
- Prolonged periods of sitting at a desk and working on a computer in an open office environment.
- Visual acuity required for evaluating product samples.

Work Environment

- Open office environment with low to moderate noise levels and overhead lighting
- Occasional work from home opportunity
- Occasional domestic travel

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

Visit <https://www.careers-mizunousa.com/jobs> to apply, or send your resume and cover letter to mizunocareers@mizunousa.com and include the Job Title in the Subject line.