

Basics

Job Title DTC Associate Category Manager
Reports To DTC Commerce Manager
Location Greater Atlanta Metro (Hybrid)
FLSA Status Exempt
Direct Reports No

About Mizuno

Mizuno USA's roots trace back to 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, Team Sports, track & field, and volleyball equipment, along with 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 to 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 DTC Associate Category Manager will employ merchandising fundamentals to enhance the consumer experience and amplify the consumer journey by leveraging marketing trends through insightful analysis, strategic inventory planning, pricing strategies, and content management for DTC sales channels. This role will execute strategic initiatives aimed at fueling growth, optimizing profitability, and enhancing the overall consumer journey.

Essential Duties and Responsibilities

The DTC Associate Category Manager will perform tasks like the following:

- Lead strategic inventory, pricing, and content planning by developing and implementing comprehensive inventory plans aligned with business objectives for assigned product categories and sales channels
- Utilize merchandising fundamentals to optimize product assortment and inventory levels
- Monitor inventory performance metrics and adjust plans accordingly to meet demand and minimize stockouts
- Monitor and maintain sales planning (bulk) performance on a regular cadence to align with category initiatives and corporate tolerances
- Observe and analyze pricing strategies and markdown performance to optimize profitability and competitiveness in the ecommerce marketplace
- Administer MAP pricing compliance for assigned categories and implement restrictions across sales channels and systems to ensure adherence to brand policy

- Activate and maintain product data across various DTC systems including but not limited to ECP, CMS, PIM, and Data Management System
- Initiate content requests through project management processes and collaborate with both internal and external teams to ensure content is available in advance and meets strategic objectives
- Enhance the consumer experience by analyzing consumer behavior and feedback to identify opportunities for improving the online shopping experience
- Collaborate with cross-functional teams to implement enhancements like improved navigation, product presentation, search functionality and product content
- Execute digital merchandising strategies to optimize product placement, promotions, and visual merchandising on the ecommerce platform
- Ensure seamless integration of inventory planning efforts with consumer-facing platforms to streamline the purchasing process
- Leverage marketing trends by staying abreast of consumer preferences and competitive landscapes in the ecommerce industry
- Conduct thorough analysis of marketing trends and consumer data to identify opportunities for product promotion and sales optimization
- Collaborate with marketing teams to align inventory planning efforts with promotional campaigns and marketing initiatives
- Provide regular analysis to product, sales, and marketing teams following organizational process through product feedback tools, stage gate meetings, and regular weekly and monthly updates
- Foster a culture of continuous improvement
- Stay updated on ecommerce best practices, industry trends, and emerging technologies
- Collaborate with internal stakeholders to identify and address challenges and streamline processes

Qualifications	
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| <ul style="list-style-type: none"> • Bachelor's degree in business administration or marketing, or proven experience in ecommerce, category management, product lifecycle planning or merchandising • Excellent communication and collaboration skills • Strong analytical skills with the ability to interpret data, analyze trends, and make data-driven decisions • Experience with ecommerce platforms, content management systems (CMS), and web analytics tools • Strategic mindset with the ability to develop and execute plans that drive growth, profitability, and consumer satisfaction • Detail-oriented with strong organizational skills • A team player who is flexible and able to embrace changes with a positive attitude • Demonstrated capacity to learn, adapt, and grow in dynamic environments • Sports background preferred • Proficiency in Microsoft Office Suite programs • Preferred experience with Adobe Illustrator and Photoshop • Self-motivated with a passion for professional development • Strong presentation skills • MBA or additional ecommerce or digital marketing certifications is a bonus | |
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Physical Demands/Essential Functions

- Prolonged periods sitting at a desk and working on a computer in an open office environment
- Must be able to lift up to 15 pounds at times

Work Environment

- Open office environment with overhead lighting and low to moderate noise levels
- Hybrid work from home options available

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.