

Basics

Job Title Associate Marketing Manager
Reports To Marketing Manager - Team Sports
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, 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

Under supervision of the Team Sports Marketing Manager, the Associate Marketing Manager plans and executes a wide range of marketing activities in support of the long-term strategy of the division. This role supports the baseball and softball product category managers in bringing products to market and creating consumer demand, in order to achieve profitability, volume, and market share objectives. This role supports on-time delivery of marketing assets at product launches, plans and executes social media initiatives, assists in content creation, and promotes Mizuno at in-person trade show events and tournaments.

Essential Duties and Responsibilities

The Associate Marketing Manager will perform specific tasks like the following:

- Develop and execute go-to-market plans and initiatives for new product launches, to increase demand and 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.
- Contribute to grassroots marketing efforts by building relationships and networking with sports teams, individual athletes, professional sports leagues, and market influencers.
- Place and manage orders of products for teams and individual players under promotional contracts.

- Plan and execute social media campaigns, presenting content that engages followers, increases traffic, and leads to sales 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.
- Help plan and execute Mizuno's presence at tournaments, tradeshow, and other key events throughout the calendar year in collaboration 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 negotiating and executing terms of all contractual obligations and partnerships.

Qualifications

- Bachelor's Degree in Business, Marketing, or related discipline preferred.
- Approximate 20% travel required
- Must have previous experience playing, managing, or coaching organized softball or baseball, especially at the collegiate, travel league, or professional level.
- Ability to manage multiple priorities and meet deadlines in a fast-paced environment
- Excellent communication and personal skills
- Organization, time management, and follow-up skills are a must
- Ability to work cross-functionally with other key parties
- Demonstrated understanding of the factors impacting profitability, gross margins, inventory turns, materials costs, factory lead times, etc.
- Demonstrate team-first mentality at all times
- Strategic thinking skills
- Resourceful self-starter who gets things done
- Positive, constructive approach

Physical Demands/Essential Functions

- Some physical lifting and moderately strenuous physical exertion required for event setup and teardown.
- Prolonged periods of sitting at a desk and working on a computer.

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.