

## Basics

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|----------------|------------------------------------|
| Job Title      | Marketing Specialist – Team Sports |
| Reports To     | Marketing Manager – Team Sports    |
| 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 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 overall role of the Marketing Specialist is to support product category managers in bringing products to market and creating consumer demand. This role is responsible for helping execute the long-term strategy of the division and its product focus points, and for developing and executing digital marketing plans to support that focus. Along with executing day to day social media and digital marketing operations to ensure on-time delivery of assets at product launches, this individual will assist in content creation, and support in-person trade show events and tournaments. They are accountable for working within a team first environment to help drive divisional profit, volume, and market share objectives.

## Essential Duties and Responsibilities

The Marketing Specialist will perform specific tasks like the following:

- Collaborates with product and sales teams to understand product and communication needs, in order to develop and execute social media plans and initiatives that will spur demand and drive sales

- Owns the creation and execution of digital marketing content with assistance from creative team and Team Sports Marketing Manager
- Creates actionable plans to grow and maintain social media follower-ship on popular social media platforms
- Assists in creating and implementing weekly, monthly, and annual content schedules; coordinates schedules with new product launch plans
- Creates and coordinates paid social media ads; evaluates success of campaigns when completed
- Develops integrated social media posting strategies and plans
- Tracks and analyzes social media activities and progress toward strategic marketing objectives
- Regularly researches the latest marketing trends and finds the best ways to promote the brand
- Analyzes and manages social media spend effectively within budget guidelines
- Occasionally travels to team sports events and photo shoots to gather marketing content

### **Qualifications**

- Bachelor's Degree in Marketing, Journalism, Advertising, Communications, or a closely related field
- Previous experience developing unique and engaging marketing content for social media and other digital platforms; may be requested to show examples of prior work
- Intimate knowledge of one or more team sports (e.g. baseball, softball, volleyball, swimming, tennis, soccer) and the nuances of product, retail landscape, and consumer trends; experienced athletes will be given special consideration
- Mastery of social media marketing tools and trends in the world of sports, especially Instagram, TikTok, YouTube, X (formerly Twitter), and Facebook
- Previous experience using Canva or a similar content building platform
- High proficiency with Microsoft 365 applications
- Exceptional communication, relationship-building skills, and teamwork
- Ability to think critically, analytically, creatively, and strategically
- Resourcefulness and strong initiative to see tasks through to successful completion
- Exceptional organization, time management, and follow-up skills
- Ability to manage multiple priorities and meet deadlines in a fast-paced environment
- Positive, constructive approach to solving problems and working with colleagues
- Ability to travel up to 20% of the time

### **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 print and digital marketing materials.

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*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](mailto:mizunocareers@mizunousa.com) and include the Job Title in the Subject line.