

Basics

Job Title Senior Manager of Marketing – Golf
Reports To Senior Director – Golf
Location Greater Atlanta Metro (Hybrid)
FLSA Status Exempt
Direct Reports Yes

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 Senior Marketing Manager's responsibilities include overall A&P Management for assigned product divisions, along with executing key brand marketing initiatives, both directly to consumers and to channel partners, in order to achieve annual business goals. This role assists the Senior Director of Golf in developing annual integrated marketing plans, provides actionable analysis of marketing performance, and manages the divisional marketing budget. This role also supervises a staff of 5-6 marketing professionals.

Essential Duties and Responsibilities

The Senior Marketing Manager will perform tasks like the following:

- Leads development of the integrated marketing plan, including production of annual Go-To-Market Briefs, along with digital/social and paid media strategies and inside communication to strategic partners.
- Manages a team of Associate Marketing Managers to develop and execute Go-To-Market plan throughout each division.
- Drives alignment among global marketing teams to ensure consistent messaging and capture the full value of global marketing assets.

- Works with Senior Director of Golf to allocate promotional dollars for maximal strategic brand exposure.
- Owns the product catalog creation and distribution process.
- PLM/PIM maintenance – ensures accurate and consistent marketing language and data across all channels as well as internal and external platforms.
- Negotiates marketing contracts for select Brand Ambassadors and related activities.
- Works with Field Sales and Strategic Accounts to ensure the brand is represented properly during all sales related activities, including grass roots events, sales presentations, and trade shows.
- Works with Brand Experience Manager to ensure proper distribution of field assets.
- Develops grassroots, turnkey marketing programs for key customers.
- Directs website updates in collaboration with internal and external resources.
- Interfaces directly with Influencers and Tour Team to gather and publish digital content.
- Develops and directs email marketing campaigns.
- Manages content for release to industry publications – the “Locker”.
- Manages the relationships with strategic marketing partners.
- Ensures alignment of marketing projects with the strategic direction of the brand.
- Analyzes and assesses the effectiveness of marketing efforts and ROI.
- Contributes to long-range strategic branding activities.
- Trains and develops staff to build the most effective marketing team.
- Directs internal and external development of marketing collateral, including graphics, text, and other content.

Qualifications

- Four-year college degree in Marketing or a closely related field
- At least five years of brand marketing or related work experience
- Extensive experience with CRM, digital marketing, and social media
- Experience in developing and executing B2C and B2B marketing programs for a major consumer brand, preferably in the golf or other sporting goods category
- Proven ability to operate effectively in cross-functional teams
- Demonstrated leadership skills including influencing, team building, collaboration, and strategic thinking
- Strong project management, budget control and analytical skills
- Results-oriented, proactive, positive attitude
- Passion for the game of golf, with special preference for competitive golf experience
- Active listener and effective communicator at any level of the organization (both verbally and written)

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 in an open office environment.
- Visual acuity required for evaluating print and digital marketing materials.

Work Environment

- The noise in the work environment is usually moderate.
 - Open office environment
 - Low to moderate noise levels
 - Overhead lighting
 - Hybrid work from home arrangement
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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 and include the Job Title in the Subject line.