

Basics

Job Title Associate Marketing Manager – Running
Reports To Marketing Manager – Running
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 overall mission of the Associate Marketing Manager (AMM) is to create consumer demand for Mizuno Running products. This role is responsible for helping to formulate the brand's long-term marketing strategy, along with developing and executing marketing plans. The AMM works alongside the Marketing Manager in defining the brand's trade merchandising and advertising and promotion strategies, while achieving budget targets. The AMM executes marketing initiatives in support of long-term strategies of the business unit and team. The AMM is accountable for achieving the brand's profit, volume, and market share objectives.

Essential Duties and Responsibilities

The AMM will perform specific tasks like the following:

- Assist Marketing Manager in developing and managing the Running Division advertising and promotions budget
- Manage the Running Division Marketing Calendar
- Develop and execute social media plans and campaigns to drive brand awareness, engagement, follower-ship, and sales
- Work with Marketing Manager and internal teams to develop, execute, and report on seasonal advertising plans including paid media, social media, and email campaigns

- Manage all influencer and brand ambassador partnerships including contract negotiation, gear distribution, and analytics reporting
- Promote and distribute content on YouTube, Instagram, Facebook, and other social media platforms
- Drive implementation of the Western World Marketing Strategy (N. America, Europe, Australia)
- Coordinate the procurement and distribution of marketing assets for Demo Days and other promotional events
- Coordinate media outreach, including planning and arrangement of global media trips
- Manage all elite athlete partnerships, including media opportunities and gear distribution
- Planning and execution of Mizuno Running's attendance at major industry trade events
- Assist in the execution of strategic in-market events including product launches and demo runs
- Manage Mizuno Running's brand image at "point of sale" by coordinating assets with all running accounts and internal sales management
- Oversee creation and publication of Running catalogs/workbooks/consumer brochures
- Create and manage running club and/or training group acquisition and implementation
- Create "go to market" briefs to train and equip field sales staff
- Work with other associate brand managers to communicate new product launches

Qualifications

- Bachelor's Degree in Business with a Marketing concentration, or a closely related field
- 2-5+ years' work experience in a similar integrated marketing role managing multiple marketing channels with a global brand or agency. Hands-on experience in partnering with or directing creative teams, leading paid & owned media strategy, and conducting marketing analytics
- Must possess intimate knowledge of the sport of running and the nuances of product, retail landscape, and consumer trends. Experienced runners will be given special consideration
- Mastery of social media marketing tools and trends in the world of running (especially TikTok and YouTube)
- Video/photo editing experience is a strong plus
- Demonstrated ability to create unique and engaging marketing content
- Demonstrated leadership and team-building skills
- Ability to think critically, analytically, 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
- Demonstrated understanding of the factors impacting profitability, gross margins, inventory turns, materials costs, factory lead times, etc.
- Excellent communication and personal skills
- Ability to travel up to 25% 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.

Work Environment

- Open office environment
- Low to moderate noise levels
- Overhead lighting
- Occasional work from home opportunity
- Domestic travel up to 25%
- Occasional international 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.