

## Basics

Job Title	Associate Product Manager – Team Sports (Volleyball, Soccer)
Reports To	Product 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 Associate Product Manager responsibilities include product lifecycle management, budgeting, demand forecasting, vendor/supplier selection, price negotiations, and inventory classification for assigned product categories. Additionally, the Associate Product Manager will be responsible for the overall management of the product category, including assortment planning, product development, product training, marketing, and promotional direction in alignment with the brand strategy, philosophy, and corporate values.

## Essential Duties and Responsibilities

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

- Overall management of the product category, including assortment planning, product development, mid-term planning, product training, lifecycle management, marketing, and promotional direction
- Market analysis and product creation within assigned categories, aimed at achieving budgeted market share, revenue, operating income, and gross margin goals

- Conduct market research and gather market intelligence through consumers, dealers, and coaches. Travel to tournaments, dealer/customers, and events to conduct primary research and validate secondary research
- Develop and maintain a detailed category budget, establishing initial forecasts and sales and margin goals for assigned categories
- Work with global Headquarters and/or other global sourcing partners to ensure profitability and production requirements are met, along with compliance with internal quality, durability, and standards of brand and logo positioning
- Conduct research and development of new and existing products, including appropriate wear and factory testing programs
- Collaborate with Sales Management to develop plans for ensuring balanced mix, cross-category assortment, and account profitability
- Work with other Associate Marketing Managers to develop merchandising, POS aids, cooperative programs, catalogs, brochures, packaging, and collateral materials, including product specifications and product copy for the assigned categories
- Develop and maintain SKU efficiency and profitability goals for assigned categories
- Collaborate with Supply Chain to ensure production, budget, and inventory levels align with corporate targets
- Present product lines at sales meetings and trade shows, contributing to the education of both internal and external stakeholders related to product information and the benefits of Mizuno's products and brand
- Engage in ongoing and frequent communication with Mizuno Corporation Japan (MCJ) product experts and partners
- Oversee demand forecasting and inventory classification for assigned categories
- Aid in vendor/supplier selection, along with price negotiations
- Assist in account planning and creation of effective product strategies to achieve strategic sales goals in assigned categories
- Develop and maintain a detailed expense budget

### **Qualifications**

- Bachelor's Degree required in marketing, product development, or a closely related field
- Experience playing and/or coaching a relevant team sport at the competitive level high desirable
- Previous product management experience in the sporting goods industry is highly desirable
- Demonstrated interpersonal skills and emotional intelligence, with the ability to influence without authority, gain buy-in, and drive consensus
- Demonstrated proficiency in Microsoft Office suite, JD Edwards or similar database, and related reporting software
- Demonstrated understanding of the factors impacting profitability, gross margins, inventory turns, materials costs, factory lead times, etc.
- Excellent written and verbal communication skills
- Ability to prioritize and manage multiple projects simultaneously
- Comfortable to delivering presentations and speaking publicly
- Ability to effectively plan and stick to a budget
- Ability to travel domestically and internationally 30-40% 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.