

Job Description

Running Specialist – North Carolina and South Carolina

Reports to: Fleet Feet Sales Specialist

About Mizuno

It is the responsibility of every Mizuno USA teammate to champion our Mission and commitment to one another and athletes everywhere as they strive for ultimate achievement at every level of competition. Are you a competitor driven by overcoming extraordinary challenges? Are you motivated by being a critical team member versus a limited role player? Do you aspire to make a difference with a brand that strives to do more in the communities in which we serve?

If so, then Mizuno USA team is recruiting top draft picks and free agents to transform the challenger brand that is Mizuno! Let us know if you are game ready!

Summary

The primary responsibility of the Running Specialist is to drive sell-thru of Mizuno Running products by educating store staff about Mizuno Running's products & product creation ethos and by executing grass roots events that help expand Mizuno brand awareness and attract new and/or existing customers to selected partner stores. The Running Specialist will execute educational clinics for store staff, identify and develop relationships with leading influencers within selected stores, and develop opportunities to showcase the Mizuno brand through on-going grass roots promotions.

Basic Qualifications

- Must travel 80% of the time throughout multi-state territory for extended periods of time
- Must work abnormal hours and weekends (Approximately 25 weekends a year)
- Clean DMV driving record

Other Qualifications

- Bachelor's Degree Required
- Previous employment experience within the Running Specialty and or Sporting Goods Industry
- Personal experience as a competitive athlete or runner
- Exceptional interpersonal and communications skills possessing a passionate, motivated personality
- Ability to work and succeed in a Team Environment
- High degree of motivation with a demonstrated ability as a "self-starter"
- Computer literate with proficiency in Microsoft Office software to include Word, Excel, and Power Point

Essential Duties and Responsibilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Responsible and accountable for improving Mizuno brand awareness and sell-thru in their territory by working closely with a select group of Mizuno retailers to create a high level of consumer interest for Mizuno Running and our products.
- Must maintain a high level of communication with the Regional Sales Manager/Territory Manager and/or the appropriate Key Account Manager to ensure that they are creating a seamless Mizuno brand experience with all of their assigned accounts.
- Must manage all the logistics of working in the field and maintaining a rigorous and effective schedule for their territory including setting a monthly/weekly travel schedule, setting up individual account visits, scheduling educational clinics, scheduling grass-roots promotions, etc.
- Needs to use their creative communication skills to effectively educate store staff on the unique fit, feel and performance of Mizuno Running products including footwear and apparel. An effective clinic can take many forms and it is important that a Running Specialist is able to effectively modify their clinic form to be most effective for the intended audience.
- Develop local grass roots promotional opportunities in partnership with their accounts by utilizing their promotional budget, which maximizes Mizuno brand awareness.
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- Highly visible within the territory and Mizuno accounts should regard the Running Specialist as a valuable asset to their business. Being "highly effective" can mean different things in different accounts beyond being an educational and promotional resource.
- Ready and willing to "do what it takes" - from working on the sales floor on a busy day to helping clean-up the stock room.
- Demonstrate the social intelligence and flexibility to figure out the needs and requirements of each individual account.
- Responsible for ensuring that any Mizuno in-store marketing materials are being utilized and displayed in their accounts according to guidelines from the Running Sales leadership or the Running Marketing Team.
- Generate regular reports, as directed by their Regional Sales Manager, that recap their field activities and offer insights in to changing consumer trends, how Mizuno products are selling as well as any noteworthy competitor activity.

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 this 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