

# Job Description

## Sports Marketing Specialist (Social/Digital/Promoboxx)

### 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're game ready!

### Summary

As steward of the Mizuno Brand, this is an essential role on the Running Brand Marketing team, helping to drive the overall Mizuno Running sports marketing strategic direction, activation plans and social and digital activation. The core responsibility of this role is to help manage Mizuno's Running Social / Digital and Promoboxx assets ultimately driving the brand and business forward through greater brand awareness and conversion.

This will require an individual with a strong passion for the sport of running, a competitive spirit, a winning attitude, and great communication/people skills. Additionally, this individual must have unparalleled integrity, a can-do attitude, excellent in creating quick solutions, thrives on curveballs, will do bias for action, an unwillingness to accept the status quo with an accountability based grounding and the ability to direct and influence others beyond their own expectations. This individual must be a confident business professional, promoting a humble disposition with the fortitude and hunger to take calculated risks inherent of a challenger brand. Moreover, this person needs a deep understanding of the running industry and market. This individual must also have a full understanding of the Facebook, Twitter, and Instagram platforms.

The Sports Marketing Specialist is extremely passionate about helping to drive growth for the Mizuno Running sub brand, with an unrivaled enthusiasm for the sport and an uncanny ability to execute strategy relative to Social and Digital initiatives. This position requires an individual who has an exceptional ability to communicate and influence others, deliver on timeline requirements within budget and an ability to identify and mitigate project risks.

The ideal candidate is a Mizuno and running zealot, passionate about brand building and tactical execution, a self-starter with a strategic mindset, has a strong ability to help conceptualize a plan and the larger creative idea and proven hands-on execution expertise on the Facebook, Twitter, and Instagram platforms.

### Basic Qualifications

- Experience in the sports/running industry in regards to digital and social platforms.
- Must be able to travel 5% of the time, up to one (1) full week at a time and be willing to work events/event related activation on weekends (weekday hours flexible to accommodate weekend demands)

## Other Qualifications

- Bachelor's Degree in Sports Marketing, Business or Marketing/Communications preferred
- Strong written and oral communication skills (must be able to effectively communicate internally, with sponsorship partners and sponsored athletes)
- Proven ability to work across functional groups
- Attention to detail, strong organizational skills and ability to multi-task
- Proven track record of working within budgets

## 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.

### **Successful planning and execution of all running social activation on Facebook, Twitter and Instagram Mizuno Running accounts.**

- Assist in developing the annual strategy and plan, in partnership with the Associate Marketing Managers, VP of Running Product & Sales that supports Mizuno and Social activation goals.
- Support execution of the annual calendar, with prioritization clearly defined for social activation. Develop fully integrated activations plans and coordinate with Brand Marketing and MUS.com digital teams.
- Timely and accurately respond to all consumer inquiries through social platforms.

### **Successful planning and execution of all running activation on the retail activation platform: Promoboxx**

- Work with Associate Marketing Manager to create annual Retail activation calendar for Promoboxx.
- Work the Associate Marketing Manager to create campaign assets to be transferred to Promoboxx platform.
- Liaison with Promoboxx team to launch targeted advertising campaigns to reach nearby consumers thru targeted Mizuno Running Accounts social platforms.
- Report retail engagement and activity at monthly running staff meetings.
- Establish and monitor paid spending dollars that boost advertising campaigns reach and effectiveness.

### **Aid MUS digital team for all Mizunousa.com running assets to be used on company website.**

- Work with associate Marketing Manager and Digital manager to create a content calendar to coordinate with all seasonal product launches and timely running events.
- Strategize with Digital Team to coordinate website layout and monthly updates
- Report MUS.com engagement and activity at monthly running staff meetings.

### **Management and execution of strategic digital plans for key retailers.**

- Work closely with Associate Marketing Manager and Director of Sales to execute strategic digital plans with identified running accounts.
- Responsible for coordinating the creation of marketing assets with Brand Marketing team
- Responsible for the uploading of all assets to our shared storage site "the locker".
- Coordinate the delivery of all assets to the sales team and identified running accounts.
- Responsible for helping respond to any and all inquiries for digital assets from the Mizuno sales team or accounts.

**Report performance of all key initiatives**

- Help to define key performance metrics for Social / Digital and Promoboxx partnerships
- Trace performance against key performance metrics and report during monthly running staff meetings to inform strategy and execution

**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**