

Job Description/Requisition

JOB TITLE: Brand Assistant
DEPARTMENT: Toy & Hobby Team
REPORTS TO: Senior Brand Manager, Boys Toys
EFFECTIVE DATE: July 2016

Job Description:

TOMY has an immediate opening for a highly motivated and detail oriented Brand Assistant. The candidate will assist in the marketing and development of multiple key product lines targeted to children and their parents. He/She will be exposed to several functions of the brands including New Product Development, Sales, Advertising, In-Store Promotions, Consumer Insights, Operations and Finance. This individual will have an opportunity to be a key influencer for the team in this role.

EDUCATION: Bachelors in Marketing or Business

EXPERIENCE:

- 1-2 years in Brand Management/Marketing
- Experience working on a cross functional team
- Experience moving product from concept to commercialization
- Demonstrated ability to build business partnerships with internal and external constituencies including retailers, vendors, licensors and regional global teams
- Proven track record of successfully prioritizing and managing multiple projects in a fast paced environment
- Experience in consumer packaged goods and/or toy industry a plus

CORE COMPETENCIES/SKILLS

- Superior executional skills with strong attention to detail and time management
- Self-starter who will be proactive in determining what needs to be done vs waiting for direction to take action
- Strong analytical skills
- Resourceful problem solver with positive, can-do attitude and willingness to roll up sleeves to get the job done
- Strong work ethic with high energy level, motivation and enthusiasm
- Highly adaptable to change
- Excellent written, verbal, and presentation skills
- Solid Excel and PowerPoint program skills

PRIMARY RESPONSIBILITIES:

The candidate will report into a Senior Brand Manager and work closely with a cross-functional team with responsibilities included but not limited to:

- **BUSINESS ANALYSIS / MANAGEMENT**
 - Analyze business performance data and drivers and keep team informed of trends and opportunities that impact ability to meet annual goals
 - Develop a thorough understanding of how category and product performance impact company financials
 - Assist in managing sales forecasting, margin management, and inventory analysis
- **PRODUCT DEVELOPMENT**
 - Collect and synthesize consumer, customer, and competitive data to support team's development of global products
 - Evaluate new product concepts to ensure strategic and financial objectives are met

- and provide constructive feedback to the design team
- Help to resolve cost and schedule issues to ensure on-time delivery of new products to market

- **CONSUMER COMMUNICATION AND PACKAGING DESIGN**
 - Assist marketing communications team with executional details related to annual consumer support plans
 - Provide guidance and consolidated feedback to marcom team on creative and promotional items
 - Partner with graphics team to guide development and execution of retail packaging structure, graphics layout, and copy

- **BUSINESS STRATEGY**
 - Assist with development of annual brand portfolio plan recommendations
 - Exhibit understanding of global consumer, shopper, customer and channel as it relates to segment, brand and category; and translates that understanding into proactive growth strategy recommendations for brand portfolios

- **TEAM RELATIONSHIP MANAGEMENT**
 - Provide timely business updates to key stakeholders including senior management, licensors, internal cross functional groups, and global teams
 - Collaborate with global team partners to understand region specific performance and trends to guide global strategy

- **SALES / RETAILER SUPPORT**
 - Coordinate sales materials, product samples and planogram development for customer meetings and industry trade shows

We offer a competitive salary and benefits package. If interested and qualified, please submit your resume and cover letter, with salary requirement, to hr@tomy.com.

DISCLAIMER: The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as comprehensive inventory of all duties, responsibilities and qualifications of employees assigned to this classification.