

# TOMY International, Inc.

## POSITION DESCRIPTION

**JOB TITLE:** Marketing Communications Specialist

**EFFECTIVE DATE:** January 2017

**DEPARTMENT:** Ag & Auto Team

**OVERALL SUMMARY:** The Marketing Communications Specialist will lead the B2C and B2B marketing communications efforts in support of our Ag & Auto business overseeing the development, implementation, and management of strategic and tactical marketing programs for key product lines in order to achieve financial growth and profitability. This position is also responsible for managing the ERTL social media accounts. S/he will work closely with a cross-functional global team and will be looked upon for fresh, innovative and measurable ideas.

**EDUCATION:** Bachelor's degree in Marketing, Communications or Business

**EXPERIENCE:**

- 1 - 3 years of experience in the Marketing Communications field
- Social media management including working with Ads Manager and page software
- Proven ability to plan and implement integrated marketing plans including social media, mobile, digital, video, retail and event marketing, email marketing, public relations, television, and print
- Demonstrated ability to build business partnerships with internal and external constituencies including retailers, vendors, licensors and global product teams
- Working knowledge of consumer media planning (TV, online, print, digital, social)

**KNOWLEDGE AND SKILLS:**

- Creative-thinking and exceptional writing skills to assist in strategic ideation and drafting thoughtful, clear consumer messaging
- Self-starter with a proactive mindset
- Excellent time and project management skills
- Strong presentation skills
- Strong work ethic, high energy level, motivation and enthusiasm
- Open and receptive to candid constructive criticism
- Demonstrated positive attitude, sees challenge as opportunities and translates them into actionable items

**PRIMARY RESPONSIBILITIES:**

- Consumer Insights
  - Exhibits in-depth understanding of the global consumer, shopper, customer and channel as it relates to segment, brand and category
  - Evaluates the competitive set for the category and brand
  - Put themselves in the shoes of the consumer (parents and kids)
- Marketing Plan Development
  - Writes actionable consumer marketing and media plans based on understanding of consumer, customer, channel and market trends that build awareness, foster engagement and drive sales
  - Creates compelling presentations for retailer & licensor meetings/line reviews
  - Works collaboratively with global product marketing and sales teams to develop successful product launch plans
- Marketing Plan Execution
  - Develops thorough and accurate creative briefs, approves creative concepts, and holds creative outputs to the highest quality standards
  - Works closely with existing agency partners (or seeks out and brings on new partners as necessary) to flawlessly deliver approved marcom plans
  - Understands priority of high value product lines and applies resources accordingly
  - Delivers all projects on time and within approved budget
- Analysis and Action
  - Evaluates key advertising metrics and retail POS information and recommends ways to improve marketing campaign performance
  - Creates post-mortem campaign analysis presentations for retailer and licensors

- Limited travel required for meetings and events

We offer a highly competitive salary and excellent benefit package in a fun and supportive environment.

If interested and qualified, please send a resume and cover letter with salary requirements to [hr@tomy.com](mailto:hr@tomy.com) or fax to 563-875-5658.

**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.