

**TOMY International, Inc.**  
**Job Description/Requisition**

**JOB TITLE:** Marketing Manager

**EFFECTIVE DATE:** October 2016

**REPORTS TO:** Senior Director

**Job Description:**

The Marketing Manager will lead the business development of multiple consumer product lines targeted to children and their parents. The candidate will drive the development, implementation, and management of strategic programs for key product lines in order to achieve financial growth and profitability. He/she will work closely with a cross-functional team and will be a key influencer and motivator for the product development team.

**Required Experience:**

- Minimum of 3 – 5 years of experience in Brand Management/Marketing
- Proven mastery of 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 positively influencing team members and motivating them to achieve objectives.
- Experience in consumer packaged goods, Infant toy products a plus

**Core Competencies/Skills:**

- Excellent written/verbal, time management and quantitative skills
- Proven ability to drive change and results through influential leadership skills
- Demonstrated strong presentation skills
- Proven ability to manage multiple projects in a dynamic environment
- Entrepreneurial attitude and proactive mindset
- Demonstrated ability to be a resourceful problem solver
- Strong work ethic, high energy level, motivation and enthusiasm
- Proven analytical and conceptual skills
- Demonstrated positive attitude, sees challenge as opportunities and translates them into actionable items

**Education:**

- BA in Marketing or Business
- MBA a plus

## **Duties & 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.
  - Identifies specific needs for research, develops a comprehensive research plan, monitors execution of research studies, and analyzes results to determine opportunities.
- Strategic Thinking
  - Creates relevant positioning for product, segment and brands.
  - Collects and analyzes data to support team's development of worldwide product.
  - Collaborates with sales and key accounts to identify growth opportunities.
  - Develops category plans to achieve company and business objectives.
- Marketing Plan Development and Execution
  - Inputs to actionable product marketing plans based on understanding of consumer, customer, channel and market trends.
  - Creates compelling product presentations for line reviews.
  - Leads the day to day strategic relationship with key partners.
  - Works with Marketing Communications to develop successful product launch plans.
- Product Development
  - Shares thorough understanding of global consumer and competitive insights for category, brand and segment with the team that drives product development strategy.
  - Evaluates new product concepts to ensure strategic objectives are met and provides constructive feedback to the design team.
  - Evaluates the feature/benefit and price/value relationship compared to the competition.
  - Partners with Design and Project Managers to resolve cost and schedule issues to ensure on-time delivery to customers.
  - Develops thorough and accurate packaging briefs, approves packaging concepts, and writes clear, concise, impactful copy.
  - Ensures that key product features are promoted on pack.
- Analysis and Action
  - Evaluates retail POS information and recommends ways to improve product performance.
  - Monitors retail pricing, margin contribution, retailer margin, and consumer value equation.
  - Participates in sales forecasting, margin management and inventory analysis.
  - Develops a thorough understanding of how category and product performance impact company financials
  - Manages product lifecycle to maximize ROI
  - Reviews products for item performance and makes rationalization recommendations

- Works with planning to ensure improved inventory turns
- Creates opportunities with sales to sell off excess inventory

We offer a highly competitive salary and benefits package. If interested and qualified please submit a resume with cover letter and salary requirements.