

TOMY INTERNATIONAL, INC.

POSITION DESCRIPTION

JOB TITLE: VP Marketing Communications

EFFECTIVE DATE: January 2017

DEPARTMENT: Marketing Communications

REPORTS TO: President/CEO

SUMMARY:

The Vice President of Marketing Communications will be responsible for creating, implementing and monitoring strategic and innovative marketing and communication programs, through both traditional and social platforms, that advance the company's strategic objectives across its portfolio of brands. The VP of Marketing Communications will directly manage communication activities that promote, enhance, and protect the organization's brand reputation. This position will monitor return and cost effectiveness of the various marketing programs, and develop new or revised advertising, promotion, and market strategies based on user/customer needs and trends.

KEY PERFORMANCE MEASUREMENTS

- Demonstrated experience and leadership in managing comprehensive strategic marketing and communications programs, media and public relations, and agency relationships to advance the organization's mission and goals across brands.
- Critical to this role is experience building and advancing a world-class, digitally-focused marketing communications discipline - underpinned by process, best practices, and commitment to quality. Should be familiar with the latest trends and techniques to develop and implement strong digital and social media plans and be able to assess the right vendors to execute the plan.
- Manages and maximizes the A&P budget aligned with brand and corporate objectives.

PRIMARY RESPONSIBILITIES:

- Develop and execute annual marketing communications strategies for TOMY's portfolio of brands,
- Establish policies, protocols and guidelines that support internal and external communication initiatives.
- Lead a team that oversees the daily execution and management of marketing plans, maintains licensor relationships and approvals, and creates a dynamic, digital and social media marketing presence.
- Develop a strategic mix of cost-effective options to create clear and consistent content and authentic communication with our consumer base across all platforms; including websites, social media, traditional media, annual tradeshow events, press and collateral materials.
- Establish relationships with key partners and agencies, facilitating contract negotiations and agreements.
- Monitor, measure, and report on the effectiveness of marketing campaigns and programs executed internally and by agencies, partners, and retailers.
- Oversight of tradeshow participation and event material creation.

- Ensure marketing and communication programs maintain a high degree of accuracy and adhere to applicable regulatory requirements.
- Manage the annual A&P budget and invoicing for each brand, coordinating with the accounting and finance teams on a monthly basis to ensure the accuracy of reporting and achievement of all contractual obligations.
- Attend and present marketing communications strategies at licensor meetings, global sales meetings, retail roadshows, and industry events.

JOB REQUIREMENTS / ABILITIES

- Bachelor's degree in Marketing or Business or related field. Master's degree a plus.
- 10+ years of experience in leading consumer products companies. Experience within the juvenile/preschool products industry a plus.
- Experience in general management (responsible for P&L, etc.)
- Strong experience and background in Marketing Communications
- Outstanding analytical skills, creative and problem-solving skills
- Strategic thinker
- Forward thinking leader with the ability to create strategy, drive decisions and take action
- Strong communication skills (both written and verbal)

We offer a competitive salary and excellent benefit package in a fun and supportive environment. If interested and qualified, please send a resume, 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 a comprehensive inventory of all duties, responsibilities and qualifications of employees assigned to this classification.