

TOMY International, Inc.

POSITION DESCRIPTION

JOB TITLE: Associate Brand Manager
EFFECTIVE DATE: March 2021
LOCATION: Canton, MA

OVERALL SUMMARY: TOMY has an immediate opening for a highly motivated and detailed oriented Associate Brand Manager. This entry-level position will assist in the marketing and development of multiple product lines targeted to expectant parents, babies, toddlers and gift givers. As a member of a cross-functional consumer products team, the Associate Brand Manager will assist in consumer insights research, new product development and product refreshes, sales communication, content development, marketing, promotions, finance and operations. Limited travel required for meetings and events

EDUCATION: Bachelor's degree in Marketing or Business Management

EXPERIENCE: 1 year work experience or commensurate experience

KNOWLEDGE & SKILLS:

- Superior executional skills with strong attention to detail & time management
- Proactive, self-starter
- Proven analytical skills with ability to convert data into solid strategic recommendations
- Entrepreneurial attitude
- Resourceful problem solver
- Excellent verbal, written and presentation skills
- Strong power point and excel skills
- Highly adaptable to change
- Strong work ethic, with high energy level, motivation and enthusiasm

PRIMARY RESPONSIBILITIES:

Business Analysis/Management

- Review product performance for item rationalization recommendations
- Assist in product lifecycle management; work with sales on excess sell-off plans
- Maintain P&L's, Line Lists and additional team documents
- Leverage internal sales tools to track business performance

Packaging and Product Design

- Manage licensed artwork submissions & submit contract samples to licensors
- Review licensed packaging for communications consistency
- Participate and assist in the coordination of consumer research initiatives
- Collect, analyze and synthesize consumer, customer and competitive data to support team's development of global products

Marketing Communication

- Support the development of consumer brand communities via robust content, social media and promotion
- Assist with coordination of product page content, infographics, photography and video
- Assist marketing communications team with executional details related to annual consumer marketing plans

Sales/Retailer Support

- Coordinate sales materials & product samples as requested for customer meetings, internal presentations and industry events
- Create and maintain sell sheets
- Coordinate and lead creation and set up of promotional displays

Team Relationship Management

- Provide support & timely updates to key stakeholders including senior management, licensors, internal cross functional groups, and global teams

We offer a competitive salary and excellent benefit package.
If interested and qualified, send resume 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.