

JOB DESCRIPTION

Date:	2019
Department:	Benelux – Netherlands
Title:	Marketing Manager
Mission:	Development and implementation of EMEA Marketing strategy to drive consumer and retail demand for all of MGA Entertainment properties. Drive social and digital brand presence.

Position Requirements

Education / Experience:

- Educated to degree or professional marketing level.
- Min. 5+ years marketing experience, ideally in consumer products.
- Knowledge of targeting parents preferred but not essential.
- Management experience of driving social and digital brand campaigns.

Skills / Knowledge / Ability:

- Vision, drive and passion for consumer brands, digital and retail
- Brand social media, digital, ecommerce marketing management experience
- Energy and an ability to work well in a fast-changing environment and managing conflicting priorities
- Ability to communicate well at all levels and across multiple business units
- Pragmatic, resilient and flexible
- Experience of multiple external agency management
- Self-motivated team player with ability to work with autonomy
- Financially and commercially astute - comfortable with data, budget setting and management
- Outstanding skills in Excel & Power Point and proficient in all Microsoft core packages

Key Result Areas and Activities:

- Support the Head of Marketing in the delivery of annual marketing plan.

1. Strategic Planning

- Implementation of demand creation plans to establish a Marketing strategy to deliver financial objectives.
- Deliver marketing communication strategy across all media/ retail touch points to drive product and brand demand across consumer targets.
- Develop expert category, consumer and market understanding to identify product development opportunities.

2. Marketing Activation:

- Lead and activate key initiatives as defined by the Marketing Plan to include PR, media, digital, experiential, partnership activities.
- Explore opportunities for future marketing initiatives
- Budget activation, including raising purchase orders, budget reporting and justification.

3. Product Line Management:

- Support the Head of Marketing in the on-going management and communication of the product lines.
- Manage the product asset library for all product lines (including sales sheets and presentations, imagery, instruction manuals, rich media content, product specification file).

4. Trade Marketing and Sales Support:

- Develop Sales presentations to support sales team with seasonal sell-ins.
- Work closely with sales team to drive account growth through sell-in (sell sheets, presentations, listings, exclusives etc) and to generate sell-through (retail promotions, online, catalogue page design etc.).
- Oversee and support completion of customer new line forms, specification forms.
- Organise product samples as required and build strong relationships with all manufacturer touch points.
- Design and develop any POS/ merchandising materials.
- Develop strong retail marketing and buying relationships.

5/6. Manage all digital, social and influencer channels

- Ensure strong and consistent brand content across retailer ecommerce channels and branded stores.
- ECRM strategy and creative execution to drive brand database growth.
- Conduct sales forecasts and be responsible for D2C sales budget.
- Develop and design creative assets ensuring the site visually represents the brand in line with current style guide.
- Develop promotional and seasonal strategies to increase the visitor vs. purchaser conversion.
- Lead and continuously develop new, engaging content to drive SEO.
- Use Google analytics and Word Press software to generate and circulate reports regularly (to include sales performance statistics, website traffic information etc.) and be able to interpret digital data.

7. QA & Consumer Relations:

- Ensure Toy Safety legislation certificates are maintained and updated on a regular basis to adhere to EU guidelines (EN71), liaising with QA in manufacturing sites
- Provide support in dealing with consumer enquiries/complaints
- Manage external providers of customer services to ensure product. knowledge/training as well as monitoring and reporting of customer complaints to the QA teams at the production sites.

8. Exhibitions and Trade Shows:

- Maintain the showroom up to date, including updating graphics, creative assets, prototypes and new product samples displays.
- Assist with organisation/attendance of trade fairs and exhibitions.