

# TOMY INTERNATIONAL POSITION DESCRIPTION

**JOB TITLE:** Senior Brand & Product Manager – Boys Toys

**EFFECTIVE DATE:** October 2018

**DEPARTMENT:** Boys Toys

**REPORTS TO:** Director, Boys Toys

## **OVERALL SUMMARY:**

This position will drive the development, implementation, and management of strategic and tactical marketing programs for key product lines in order to achieve financial growth and profit targets.

**EDUCATION:** Bachelor's degree in marketing, business or equivalent

## **EXPERIENCE/SKILLS:**

- Minimum 3-5 years of experience in consumer or brand marketing
- Prior experience in marketing / brand management including managing cross-functional teams
- Proven analytical and conceptual 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
- Demonstrated positive attitude, sees challenge as opportunities and translates them into actionable items

## **PRIMARY RESPONSIBILITIES:**

### **Consumer Insights**

- Thorough understanding of global consumer, shopper, customer and channel as it relates to segment, brand and category
- Identifies specific need for research, monitors the execution of research studies and approves input
- Evaluates competitive set for category, brand and segment around the world

### **Strategic Thinking**

- Creates positioning and relevance for product, segment, brand and price point
- Collects and analyzes data to support team to develop worldwide product slots & rationale

### **Marketing Plan Development and Execution**

- Creates marketing plans based on understanding of consumer, customer, channel and market trends
- Creates presentation and partners with design to present at internal & external line reviews
- Evaluates sizzles and TV creative. Attend pre-production meetings and shoots as appropriate
- Develops & implements national and account specific promotions, PR, content, in-store and on-line plans
- Develops digital media strategy

### **New Product Development**

- Shares thorough understanding of competitive set for category, brand and segment around the world with product development team.
- Works with team to resolve cost, margin contribution, retailer margin and schedule issues.
- Develops packaging briefs and approves packaging concepts

### **Analysis and Action**

- Evaluates results of marketing programs, including POS, shipping and brand attributes to support development and on-going refinement of marketing plans
- Monitors retail pricing (incl. competitors), margin contribution, retailer margin and consumer value delivered throughout product development process
- P&L stewardship, including sales forecasting, margin management, tooling and D&D budgeting as well as inventory analysis.

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 to  
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.