

募集職種	Ecomm & Retail Marketing Sr. Manager
雇用形態	正社員
募集人数	1名
待遇	経験等を考慮し、当社基準に準じます
通常営業時間	9:30~18:00
職務内容	<p>JOB OVERVIEW</p> <p>Role Summary</p> <ul style="list-style-type: none"> Responsible for building and executing retail strategies/plans to grow awareness, consideration, sales and profitability for Japan Deliver market leading eCom strategies along with retail strategies for NBCU properties for Japan working with the global teams in terms of business alignment and sharing Liaise with Japan category functions, as well as the franchise marketing members Work closely with key partners (licensees) to develop and align retail plans for franchise properties. Work closely with agencies to identify needs <p>eCommerce</p> <ul style="list-style-type: none"> Work with Franchise and Marketing along with category leads to build Japan strategies across PurePlay and Omni Channel <ul style="list-style-type: none"> Amazon: drive and manage Amazon platform & brand presence working with Franchise marketing along with category leads. Omni channel : identify key retail EC partners and build long term relationships to develop strategy to deliver sales / growth Support EC programs run by the licensees working with category leads Analyse data and insights to form opinions and revisions to strategies and overall direction Monitor campaigns and analyse ROI Work with internal stakeholders to create and manage online promotional calendars Be the lead on eCommerce insights, technology and strategy Track licensee e-commerce presence, train and support licensees in managing their e-commerce business <p>Retail Marketing (Brick & Mortar)</p> <p>Retail Expertise:</p> <ul style="list-style-type: none"> Manage relationships and develop retail marketing programs with key retail accounts Maintain a catalogue of competitors' retail programs & share best practices/results with broader team Stay up to date on retail and marketing trends Work on the creation and delivery of targeted retailer presentations to pitch, support or launch licensing programs Identify new business opportunities across local retail base to support incremental revenue growth – new categories and growing retailers

Retail Planning:

- Identify core retail marketing concepts/messages for each Franchise to create differentiation across key accounts
 - Coordinate with Franchise & Marketing teams to ensure creative is consistent and on brand
- Create and identify effective sales and marketing materials to be used for meetings, trade shows, retail road shows, and events.
- Proactively conceptualize and develop cross promotions with other Universal divisions on behalf of licensees, retailers and digital partners.

Retail Execution:

- Manage execution and account management of assigned marketing partnerships with retail accounts through product lifecycle; includes in-store marketing, promotions, sweepstakes, out-of-home, print, online/mobile content, packaging, premiums, etc.
- Briefing external agencies (when appropriate) in the development of retail concepts
- Managing retail budget
- Approving retail marketing submissions from licensees, agents or retailers
- Plan and execute the marketing campaign for local DTR program by closely working with category leads
- Post Analysis
- Provides comprehensive marketing program recaps and post analysis including measurable results, ROI, and how we compare to competitive programs
- Maintains examples of best in class programs to help drive the planning process and close loop

Post Analysis

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SKILLS & EXPERIENCE

- Minimum of 2yrs commercial & digital experience, in a retail environment
- Deep knowledge of retail business including retail marketing tactics, promotional partners/package goods, home entertainment, and consumer products
- Understanding of Vendor Management platforms (ie Amazon) and SEO, DSP, other media
- Experience in working across pureplay, omni-channel and retails
- Success in delivering digital and social marketing campaigns
- Exceptional creative sensibilities and problem solving skills
- Excellent relationship management and influencing skills with the demonstrated ability to close large deals

応募資格

- Excellent analytic skills, and experience of using Insights to form strategy and opinions
- Excellent administration skills coupled with the ability to balance and prioritize work coming in across the team
- Strong interpersonal and communication (verbal and written) skills
- Self-starter with the ability to work independently as well as collaboratively within a team
- Proactive and solution focused with high attention to detail
- Demonstrable ability to research and source ad hoc information independently
- Strong PC skills with Intermediate to advanced knowledge of Word, Excel and PowerPoint
- Extensive experience with retail/trade marketing, promotions or packaged goods experience with significant experience creating large scale programs
- Business level of English is required

PERSONAL CHARACTERISTICS

- Enthusiastic, passionate and highly motivated (self starter is key)
- Willing to learn and take on board direction
- Confidence to contribute to discussions
- Active digital and social media user
- Intellectually strong and is a creative thinker
- Able to travel and geographically mobile
- Sense of humor and practical attitude (FUN!)

勤務地

本社／東京都港区愛宕 2 丁目 5 番 1 号 愛宕グリーンヒルズ MORI タワー
【交通手段】

東京メトロ日比谷線「神谷町駅」徒歩 4 分 / 都営地下鉄三田線「御成門駅」徒歩 3 分

応募方法

以下の 1. 2 の書類を記入・スキャンの上で e-mail 添付にてご送付ください。書類選考の上、書類選考通過の方にのみ追って連絡いたします

履歴書（日本語/英語）

職務経歴書（日本語）

【書類送付先： 人事部業務委託採用係 メールアドレス】

tommy.liu@nbcuni.com

応募書類の当社への持参は固くお断りします。

応募書類は返却いたしませんのでご了承ください。

ご応募いただく個人情報は採用業務のみに利用し、他の目的での利用や第三者への譲渡・開示することはありません。

照会・問い合わせ

HR 採用アドレスまでお願いします。

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