

RIDEMAKERZ

Wholesale Marketing Manager

CA- Irvine

Please forward resume to Jobs.RZ@ridemakerz.com

POSITION DESCRIPTION

POSITION PURPOSE

As the marketing liaison between Corporate Headquarters and retailers, the Wholesale Marketing Manager will work closely with RIDEMAKERZ' partners, such as Toys R Us, Wal-Mart and Target, to identify opportunities to increase brand awareness and drive sales. S/he will be responsible for the development and timely execution of marketing activities and campaigns, including – but not limited to - grassroots and PR events, advertising, strategic marketing partnerships, and in-store communications and signage.

The Wholesale Marketing Manager will work closely with the Vice President of Marketing and Business Development, GM of Wholesale, and Creative Services Manager to ensure all wholesale marketing initiatives are consistent with corporate sales and marketing objectives and on-brand.

S/he will interface with RIDEMAKERZ' GM of Wholesale and sales team as well as retail buyers to develop marketing collateral and promotions tailored to each retailer's objectives and requirements.

In addition to the above responsibilities, the Wholesale Marketing Manager will lead the planning and execution of corporate marketing and industry/trade events. These events may not directly support a specific retailer, but are strategically important to build brand awareness and image. Examples include Toy Fair and other Toy Industry Association (TIA) events.

MAJOR TASKS, RESPONSIBILITIES AND KEY ACCOUNTABILITIES

- Develop wholesale marketing budgets and plans that support corporate marketing and sales objectives, and manage expenditures within budget.
- Establish and maintain/update marketing calendars, by retail account, which detail all events, promotions and activities planned for the year.
- Negotiate with retail partners to secure maximum exposure for the RIDEMAKERZ brand, aligning with the overall business strategy set forth by GM of Wholesale.
- Execute marketing programs with retailers and ensure all elements (in-store signage, POP displays, print advertising) adhere to brand guidelines.
- Establish ROI goals for marketing activities and track performance against objectives.
- Timely communication of marketing plans and achievements to corporate stakeholders.
- End-to-end management of events as well as the management of any external vendors, such as exhibit companies, that are utilized.
- Formally share marketing learnings and establish best practices to improve efficiencies and effectiveness.
- Develop and document SOPs for recurring initiatives.
- Assessment of marketing opportunities (including, but not limited to, print, broadcast and other media outlets), and contract negotiations and execution (upon authorization from supervisor). S/he must field incoming unsolicited requests and proactively identify new opportunities.
- Develop relationships with strategic partners to maximize coordination and effectiveness of marketing efforts (both those driven by partners and by RIDEMAKERZ).
- Resolve customer and employee issues within own knowledge and expertise, and escalate, if necessary.
- Other tasks as assigned by the supervisor

NATURE AND SCOPE

- Reports to Vice President of Marketing and Business Development.
- Travel approximately 25% of the time.
- Ability to consider among many different options or procedures when solving problems.
- Typically, progress or results of work is regularly checked and prior approval is required before changing standard work procedures.

ENVIRONMENTAL JOB REQUIREMENTS

Most of the time is spent sitting in a comfortable position and there is frequent opportunity to move about. On occasion there may be a need to move or lift light articles. Majority of the time is spent doing computer work and using office equipment with frequent incoming/outgoing phone calls to retailers, vendors, and other business partners. Ability to work on complex projects involving challenging requirements, fast-paced environment and fixed deadlines. Pressure to meet deadlines can become high surrounding the execution of events and campaigns.

ESSENTIAL SKILLS

MINIMUM QUALIFICATIONS

Must be 18 years of age or older.
Must successfully complete any required pre-employment requirements.
Must successfully complete training or orientation courses.

EDUCATION REQUIRED

Bachelor's Degree in Marketing or related field.

YEARS OF RELEVANT WORK EXPERIENCE – 5+, including at least 2 years of retail marketing experience at or with a mass market retailer

ADDITIONAL QUALIFICATIONS

Ability to work a flexible schedule, which may include weekends, evenings, and holidays.

PREFERRED QUALIFICATIONS –

Master's degree
5 – 7 years of marketing experience
3 – 5 years retail marketing experience, ideally at or with a mass market retailer
3 – 5 years managing direct reports, either as a project manager or a staff manager
Experience in the toy industry
Prior experience developing and managing marketing budgets
Events experience highly desirable
Excellent project management skills
Strong written and verbal communication skills
Solid understanding of print, broadcast and online media and marketing
Ability to work collaboratively and constructively with colleagues at all levels
Ability to work cross-functionally

KNOWLEDGE, SKILLS, ABILITIES AND COMPETENCIES

Analytical and problem solving skill
Planning and organizing with great attention to detail
Ability to work on complex projects involving challenging requirements, fast-paced environment and fixed deadlines
Self-directed individual with strong motivation, a passion for people and initiative
Analytical and problem solving skills
Strong verbal and written communication skills
Interpersonal skills, ability to give and receive constructive feedback, ability to interact and partner with people at all levels
Flexibility, team orientation, ability and willingness to learn
Stress tolerance
Excels in customer service
Strong Microsoft Office, Outlook, Word, PowerPoint, and Excel skills

Additional Information

Offices are located in Irvine, CA. Relocation assistance is not provided