

Position Title: **Marketing Director**

Reports to: President

Position Overview:

As a Marketing Director you will be responsible for developing, driving and directing all marketing efforts for the company. Responsibilities will include managing all marketing communications, agency and licensor relationships, budget management and strategic planning. Responsibilities will also include coordination of all consumer market localization messaging from packaging and website to press releases and consumer services messaging.

Essential Functions and Responsibilities:

- In partnership and collaboration with Hong Kong colleagues, develops annual marketing and advertising plan in support of organization strategy and objectives
- Directs the implementation and execution of all marketing efforts
- Works with the President to establish annual marketing budgets
- Oversees development and dissemination of brand communications, including positioning, creative strategy, creative briefs, presentations, advertising, media/public relations, social networking and the content and flow of all external communications
- Successfully develops and manages buyer/supplier relationships with mass retailers and licensors
- Together with the President, works on all licensing contracts
- Successfully manages external agency relationships (Ad, PR, Digital) in developing and executing all consumer related activities
- Ensures marketing communications are coordinated, support marketing plan objectives and meet organizational budget requirements in conjunction with VP of Sales
- Provides leadership, direction and guidance to (Graphics Team, Marketing Managers, Consumer Services and Retail Merchandising)
- In coordination with VP of Sales represent the Company at trade shows and retail events.
- Works with cross-functional departments (sales, operations, product development, accounting)

Position Qualifications:

- Must have prior experience in working with mass retailers, successfully managing buyer/supplier relationships
- Must have strong experience in managing agency/vendor relationships
- Must have strong experience in working with licensors in consumer product category
- BA or BS, MBA preferred
- Strong verbal and written communication skills, includes being comfortable with public speaking and presenting to various audiences
- Exceptional project management and organizational skills
- Excellent judgment, decision making, and analytical skills
- Demonstrate ownership and dedication; embracing both big picture objectives and follow-thru on details.
- Strong computer skills including Microsoft Word, Excel, Power Point, and Lotus Notes
- 5 - 10 years experience in consumer goods marketing