

Basics

Job Title Running Brand Specialist

Reports To Fleet Feet Sales Specialist

FLSA Status Exempt

Direct Reports No

About Mizuno

Mizuno USA's roots trace back to its parent company, Mizuno Corporation. Mizuno Corporation was established in Osaka, Japan in 1906 by Rihachi Mizuno. Today, Mizuno USA is located in Peachtree Corners, GA and continues to manufacture and distribute high quality golf, baseball, softball, Team Sports, track & field, and volleyball equipment, along with apparel and footwear.

Since our founding, we have taken special pride and pleasure in being able to participate in the exciting world of sports and providing sports equipment of the highest quality. Each and every one of us is guided by the ideal of true sportsmanship. That was true over 100 years ago and is still true today. It is evident in our corporate philosophy which, simply stated, is "Contributing to society through the advancement of sporting goods and the promotion of sports."

Are you a competitor driven by overcoming extraordinary challenges? Are you motivated by being a critical team member? Do you aspire to join a brand that makes a difference in the communities we serve? Mizuno USA is seeking top performers like you carry on the legacy of one of the world's most iconic sporting goods brands.

Every Mizuno USA teammate is a champion of our Mission and commitment to one another and athletes everywhere as they strive for ultimate achievement at every level of competition. Let us know if you're game-ready!

Summary

The primary responsibility of the Running Specialist is to drive sell-thru of Mizuno Running products. This is accomplished by educating store staff about Mizuno Running products and our product creation ethos, and by executing grass roots events that expand Mizuno brand awareness and attract new and/or existing customers to selected partner stores. The Running Specialist executes educational clinics for store staff, identifies and develops relationships with leading influencers within selected stores, and develops opportunities to showcase the Mizuno brand through on-going grass roots promotions.

Essential Duties and Responsibilities

The Running Specialist will perform tasks like the following:

- Responsible and accountable for improving Mizuno brand awareness and sell-thru in their territory by working closely with a select group of Mizuno retailers to create a high level of consumer interest for Mizuno Running and our products.
- Must maintain a high level of communication with the Regional Sales Manager/Territory Manager and/or the appropriate Key Account Manager to ensure that they are creating a seamless Mizuno brand experience with all of their assigned accounts.
- Must manage all the logistics of working in the field and maintaining a rigorous and effective schedule for their territory including setting a monthly/weekly travel schedule, setting up individual account visits, scheduling educational clinics, scheduling grass-roots promotions, etc.

- Uses creative communication skills to effectively educate store staff on the unique fit, feel, and performance of Mizuno Running products, including footwear and apparel.
- Conducts effective clinics, creatively adapted for the intended audience.
- Uses promotional budget to develop local grass roots promotional opportunities in partnership with their accounts, to maximize Mizuno brand awareness.
- Becomes highly visible within the territory and cultivates a reputation among parts as a valuable asset to their business.
- Ready and willing to "do what it takes" - from working on the sales floor on a busy day to helping clean-up the stock room.
- Demonstrates the social intelligence and flexibility to grasp the needs of each individual account.
- Responsible for ensuring that any Mizuno in-store marketing materials are being utilized and displayed in their accounts according to guidelines set by Running Sales and Marketing leadership.
- Generates value-added reports that explain field activities and offer insights into changing consumer trends, sales performance of Mizuno products, and noteworthy competitor intelligence.

Qualifications

- Bachelor's Degree preferred
- Previous employment experience within the Running Specialty and or Sporting Goods Industry
- Personal experience as a competitive athlete or runner
- Exceptional interpersonal and communications skills, possessing a passionate, motivated personality
- Ability to work and succeed in a team environment
- High degree of motivation with a demonstrated ability as a "self-starter"
- Advanced computer skills and proficiency in MS Office applications like Word, Excel, and PowerPoint
- Must travel 80% of the time throughout multi-state territory for extended periods of time
- Must be able to work flexible hours and weekends (Weekend Defined as Friday thru Sunday; Approximately 50 weekend shifts a year)
- Exemplary driving record

Physical Demands/Essential Functions

- Prolonged periods of standing, walking, and conversing with customers in a retail environment.
- Must be able to visually distinguish colors.
- Must be able to demonstrate running products, which may involve running.
- Must be able to lift moderately heavy boxes of apparel, footwear, and promotional materials.
- Must be able to set up retail displays, which may involve lifting, bending, and twisting.
- Must be able to drive a company vehicle to customer facilities or events within the assigned territory.

Whenever possible, Mizuno USA, Inc. strives to promote from within if the skills and necessary qualifications meet the requirements for the position. Internal and external candidates will be considered for the position and the best candidate will be hired.

Mizuno USA, Inc. is an Equal Opportunity Employer: All qualified applicants will receive consideration for employment and will not be discriminated against based on their race, gender, disability, veteran status or other protected classification.

EOE M/F/D/V

Visit <https://www.careers-mizunousa.com/jobs> to apply, or send your resume and cover letter to mizunocareers@mizunousa.com and include the Job Title in the Subject line.