

## Basics

Job Title	Marketing Specialist – Team Sports, USAV
Reports To	Marketing Manager – Team Sports
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 main role of the Marketing Specialist - USA Volleyball is to coordinate everyday operations and marketing support for Mizuno's premier volleyball partner. This role is responsible for helping to execute day-to-day product needs for each of USA Volleyball's segments, including national teams, development programs, and USAV owned amateur events throughout the year. This role will also work in tandem with the marketing manager and senior marketing manager to help plan and execute marketing activations at USAV owned events, ensuring great brand awareness and engagement with amateur athletes, parents, and fans. As with every role at Mizuno, you are accountable for working within a team first environment to help drive divisional sales, marketing, and market share objectives.

## Essential Duties and Responsibilities

The Marketing Specialist will perform specific tasks like the following:

- Work directly with USA Volleyball contacts to forecast and plan product needs for each respective team and branch of the USAV business
- Execute placement of all orders received from USA Volleyball throughout the year

- Work cross-functionally with product managers in relevant categories to help drive appropriate allocation and purchasing of product
- Collaborate with marketing manager to help plan and execute amateur events
- Own Mizuno's on-site presence as the point person for USAV amateur and Volleyball Nations League events throughout the year, executing marketing activations
- Work in tandem with marketing manager and other marketing specialists to execute content creation via social media at on-site events
- Assist marketing managers with roster management of Mizuno-sponsored athletes
- Work in tandem with marketing manager to ensure athletes are serviced properly and have what they need to be successful using Mizuno products

### Qualifications

- Bachelor's Degree in Marketing, Advertising, Communications, or a closely related field preferred
- Previous experience developing unique and engaging marketing content for social media and other digital platforms; may be requested to show examples of prior work
- Previous experience with volleyball preferred, but not required; experienced athletes will be given special consideration due to the nature of the position
- General understanding of social media platforms and how to use for marketing purposes
- Proficiency with Microsoft 365 applications, especially Excel
- Exceptional communication, relationship-building skills, and teamwork
- Ability to think critically, analytically, creatively, and strategically
- Resourcefulness and strong initiative to see tasks through to successful completion
- Exceptional organization, time management, and follow-up skills
- Ability to manage multiple priorities and meet deadlines in a fast-paced environment
- Positive, constructive approach to solving problems and working with colleagues
- Ability to travel up to 30% of the time

### Physical Demands/Essential Functions

- Physical lifting and moderately strenuous exertion during event setup and teardown
- Prolonged periods of sitting at a desk and working on a computer in an open office
- Visual acuity required for evaluating print and digital marketing materials.

*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](mailto:mizunocareers@mizunousa.com) and include the Job Title in the Subject line.