

募集職種	Franchise & Retail Marketing 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>Company Description</p> <p>NBCUniversal is one of the world's leading media and entertainment companies. We create world-class content, which we distribute across our portfolio of film, television, and streaming, and bring to life through our theme parks and consumer experiences. We own and operate leading entertainment and news brands, including NBC, NBC News, MSNBC, CNBC, NBC Sports, Telemundo, NBC Local Stations, Bravo, USA Network, and Peacock, our premium ad-supported streaming service. We produce and distribute premier filmed entertainment and programming through Universal Filmed Entertainment Group and Universal Studio Group, and have world-renowned theme parks and attractions through Universal Destinations & Experiences. NBCUniversal is a subsidiary of Comcast Corporation.</p> <p>Our impact is rooted in improving the communities where our employees, customers, and audiences live and work. We have a rich tradition of giving back and ensuring our employees have the opportunity to serve their communities. We champion an inclusive culture and strive to attract and develop a talented workforce to create and deliver a wide range of content reflecting our world.</p> <p>Comcast NBCUniversal has announced its intent to create a new publicly traded company ('Versant') comprised of most of NBCUniversal's cable television networks, including USA Network, CNBC, MSNBC, Oxygen, E!, SYFY and Golf Channel along with complementary digital assets Fandango, Rotten Tomatoes, GolfNow, GolfPass, and SportsEngine. The well-capitalized company will have significant scale as a pure-play set of assets anchored by leading news, sports and entertainment content. The spin-off is expected to be completed during 2025.</p> <p>Job Description</p> <p>The Franchise & Retail Marketing Manager for Japan will have the following</p> <p><u>job responsibilities:</u></p> <p>Franchise & Event Marketing</p> <p>Activating the global franchise strategies at a market level by ensuring local relevance and partnering across other business units within the company with the goal of building or maintaining consumer relevance of our most important brands (Intellectual Properties).</p>

Managing events such as tradeshow, key partner meetings and consumer facing events under the direction of Senior Director, Franchise & Retail Marketing

Digital and Retail Marketing

The development and execution of digital and retail programs in line with Brand guidelines and business objectives with the goal of delivering maximum value at point of sale with our Key Accounts. Digital and retail Marketing will range from Below the Line activities to sophisticated multi-level retail activation including Above the Line support. This role will work as part of the local Consumer Products team, supporting the overall business objectives while also maintaining a strong tie to the Senior Director, Franchise and Retail Marketing . The job may requires some travel (domestic and international).

KEY RESPONSIBILITIES

Franchise Marketing:

- Work with Senior Director to develop and execute territory specific franchise marketing activations, to support consumer products while creating awareness for key properties
- Work with Senior Director to develop cross-divisional support programs (both marketing and PR) with local market theatrical, TV/Digital distribution team, and USJ
- Under the supervisions of Senior Director, manage the brand websites and SNS accounts for the engagement with fans and products promotion while consulting with internal and external stakeholders
- Reviews and ensures brand integrity of all licensee marketing submissions in Japan (TV and other high-profile submissions to be vetted with global marketing team)
- Participate in “train the team” sessions to become experts in property presentations. Familiarize and train the local teams on property presentations
- Work with Senior Director, Franchise & Retail Marketing to localize property presentations and marketing materials for Japan
- Attend top-tier retail and licensee meetings (i.e. master toy partner) in region, as requested to support with story beats and sensitive materials
- Plan screenings for licensees and retailers as required in territory
- Manage and develop costume character appearances and retail experience tools in market

Events Marketing:

- Support the Senior Director in overseeing presentation support and coordination of all events in Japan (summits, presence at trade shows, agent trade shows)
- Work with senior Director to Conceptualize and organize events and activities aligned to the business strategy and brand
- Partner with internal and external stakeholders to ensure event needs are clearly communicated and correctly coordinated

- Manage invitation and RSVP process
- Collaborate with global events team to secure required event assets via the events tool kit, including invitation templates, banners, etc. Work with global marketing team to secure required presentations
- Onsite management of event to ensure partners are providing all elements as outlined in the event contract (venue, A/V, catering, etc.)

Retail Marketing:

- Support Senior Director to 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 across the region

Retail Planning:

- Upon direction from Senior Director, identify core retail marketing concepts/messages for each Franchise to create differentiation across key accounts
- Coordinate with global marketing teams in US 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 marketing concepts
 - Under supervisions of Senior Director, approving ALL retail marketing submissions from licensees, agents or retailers
- Responsible for organizing meetings and film/TV/Property presentations with the retailers and collaborating with the brand group on pitch materials and idea generation

Post Analysis:

- Maintains examples of best in class programs to help drive the planning process and close loop

Basic Requirements

- Experience in Brand marketing
- Excellent presentation skills
- Comprehensive experience with retail/ digital/trade marketing, promotions or packaged goods experience with significant experience creating large scale programs
- Deep knowledge of retail business including retail marketing tactics, promotional partners/packaged goods, home entertainment, and consumer products
- Experience in digital marketing including creative direction, SNS post/account management, and EC site management
- Must have excellent communication and interpersonal skills
- Ability to collaborate and communicate effectively and consistently with supervisor, colleagues and cross divisional stakeholders
- Ability to travel as needed
- Must have strong English skills (written and verbal)

Desired Characteristics

- Proven record of working cross functionally with colleagues
- Ability to identify key priorities within a heavy workload and execute on them
- Ability to work on multi-task
- Strong interest in entertainment contents/characters and their business
- Intellectually strong
- Creative thinker
- Sense of humor and practical attitude
- Personable and outgoing personality
- Proactive and resourceful
- Agency management
- Able to travel as needed

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

下記メールアドレスに
履歴書（写真貼付）、職務経歴書（日本語・書式自由）希望動機（800 字程度）3 点を PDF 書式にてお送りください。

※応募書類はご返却は致しません（個人情報厳重に管理し、当社にて破棄させていただきます）ので、あらかじめご了承ください。

選考通過の方にのみ追って連絡いたします。

【書類送付先】

tommy.liu@nbcuni.com

応募書類の本社への持参は固くお断りします。

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照会・問合わせ

HR 採用アドレスまでお願いします。

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