



Job Vacancy May 2018

Brand Manager – Disney Pixar Licensed Toy Portfolio

- Drive the Brand strategy for key brands Toy Story & The Incredibles
- Make an impact in this fast-paced collaborative role

We have an exciting opportunity for an experienced senior Brand Manager to join our Funtastic Team managing the Disney/Pixar Licensed Toy Portfolio, working collaboratively with the Marketing Manager.

You will be an important member of the Funtastic Team helping drive growth and enjoying positive, daily connections with the Sales and Product Teams. You will focus on developing and implementing the vision and marketing plan for Disney/Pixar Licensed Product to achieve short and long term sales, profit and market share targets.

What we need you to do?

Reporting to the Marketing Manager, the primary objective of your role is to develop and implement marketing communications programs in consultation with the Marketing Manager and Commercial team colleagues.

- Responsibility for the strategic direction, growth and profitability of nominated brand portfolio
- Develop and implement brand strategy roadmaps and annual marketing communications programs across the portfolio
- Utilizing sales, market, competitive and consumer insights have full awareness of relevant trends, opportunities and threats
- Lead the development of marketing objectives, strategies, online communication programs, advertising and promotional materials within the portfolio and ensure their execution
- Generate sales opportunities through new business, conversion and relationship management
- Develop, where required, and efficiently share the brand and marketing assets (including TVCs, photography, digital, print, POS and PR where relevant) to support proposed launches
- Understand and implement world class brand launches
- Work with local and international agency partners to ensure best in class execution within defined budgets
- Work collaboratively with licensors to fully understand brand direction and relevance for Funtastic brand portfolio management

What sort of person do we need?

- An individual with high personal energy level with a tenacious, entrepreneurial spirit, who is a self starter, driven to achieve success and exceed expectations.
- Successful completion of a tertiary qualification (Bachelor of Business/Management/Marketing) essential.
- Minimum 8 years marketing experience – FMCG preferred.
- You will display strong relationship building skills and thrive in a fast-paced, dynamic environment.
- You will also demonstrate complex problem solving skills, and excellent communication abilities.

Who are we :

With our HQ located in Melbourne, Australia, we have a global sales and eCommerce team, with a distribution network spanning across 30 of the world's most lucrative markets.



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Developing and delivering world class product innovation and global fulfilment across a range of exciting brands and products for families, is what drives us, and after 20 great years of Fun, the best is yet to come.

We look forward to you joining us on this Funtastic journey, as we continue to deliver fun to families across the globe.

What will you get from us?

- Modern, bright and colourful office, filled with toys and a large kitchen & eating area;
- Free staff parking
- Subsidised gym membership.

If you thrive in an environment of constant innovation, opportunity and positive change, this is the ideal career offering.

To be considered for this role, please email your resume and cover letter to: recruitment@funtastic.com.au by Friday 18 May 2018.