



**“Small Gift, Big Smile.” It’s more than just a catchy phrase; it’s the foundation of everything we do, and we’re proud to say we’ve been creating smiles for over 50 years.**

Best known for global icon Hello Kitty, Sanrio offers a portfolio of more than 400 characters. We design, develop, distribute and license a unique collection of branded gifts, stationery and fashion accessory items while collaborating with the most respected Companies in the world.

Our European headquarter, Sanrio GmbH, coordinates the development of the EMEA Market and distributes products throughout East and West Europe, Russia, Middle East and Africa.

An exciting opportunity has come up at our Milan office in planning and executing our brand strategy across all properties (Hello Kitty and all other Sanrio Characters) covering Italy, Iberia, Benelux, GAS, EE, Nordics, Russia, Greece, Turkey and Israel. As a maternity cover on a one year fixed term contract we are looking for a

## **Marketing Manager (m/f)**

### **Responsibilities**

- Lead all B2B and B2C marketing activities - including events - from concept development to budgeting and rollout to steer brand positioning and influence business results
- Define and manage the Marketing budget
- Establish brand collaborations at EMEA level from scouting to product development and launch to increase emotional connection with consumers and ultimately develop the brand and increase revenues
- Manage the Hello Kitty mascot by taking responsibility for usage guidelines, activity calendars, approvals, logistics, HQ reporting
- Research global markets for rising trends, opportunities and competitors’ activities
- Coordinate workflows among design and sales to ensure consistency and meet marketing goals to generate superior brand value

### **Requirements**

- Experience in a similar role, preferably in the Licensing business
- A high-level understanding of brand led strategic marketing planning
- Experience in selecting and managing suppliers
- Strong commercial acumen, analytical and negotiation skills as well as a positive, solution-minded attitude, creativity and strong organisational and multi-tasking skills
- Excellent oral and written communication skills in Italian and English, and preferably another European language
- Willingness to travel

If you are interested in this **great opportunity** and would like to know more please email your CV in English to [careers@sanriolicense.com](mailto:careers@sanriolicense.com) on a strictly private and confidential basis. We look forward to hearing from you!