



Director of Brand Marketing Strategy

The Director of Brand Marketing Strategy will provide leadership, direction and growth strategies for the Build-A-Bear brand. He or she will define the global brand strategy for the both the master and channel extensions of the brand. He or she will be able to anticipate and respond to the consumer's wants and needs, while also leveraging current trends and market conditions through each of the company's distribution channels. The person will provide leadership on the strategic direction of the brand. The Director of Brand Marketing Strategy is a critical leadership role.

Specific Responsibilities:

- Delivering revenue and profit plans through a fully integrated, strategic brand plan
- Driving traffic and average ticket sales by leveraging real time consumer trends and data to more effectively and efficiently deliver the right experience and product at the right time
- Manage the applicable budgets and financial responsibilities across the applicable departments
- Develop a vision for one's area of accountability (i.e., strategy, measurement) and create support and inspiration around that vision
- Oversee the development of short- and long-range business goals that are comprehensive, realistic and aligned with broader Company plans
- Partner and collaborate with team members to develop strategic brand plans to deliver The Company's long term objectives
- Oversee the development and execution of brand plans with applied, consistent, performance metrics
- Plan, monitor and manage a multi-tiered classification budget. Financial responsibility is in excess of \$25 Million
- Contribute to the creative development process in ensuring that the BABW brand voice and consumer lens are consistent through the marketing lifecycle: concept to transaction
- Monitor contractual agreements vendors and suppliers in order to ensure that all rights are being delivered, all obligations fulfilled, all opportunities maximized and objectives (e.g., ROI) are met
- Negotiate contracts, program agreements and contract renewals with third parties (e.g., agencies, licensees, marketing assets, properties, rights-holders, suppliers) in order to provide the Company with necessary marketing opportunities and services
- Manage external agency relationships and deepen partnerships for growth
- Responsible for a group of +/- 6 direct reports. Develop a cohesive team and assume direct oversight of the performance and development of individuals by setting clear and measurable goals
- This position will report to the Managing Director of Brand Management

Qualifications:

- A Bachelor Degree with 8-10 years of directly related work experience
- Agency Experience (retail product focus ideal), Retail or Experiential /Entertainment (child oriented), International Experience is highly preferred
- Proficiency in Marketing Innovation: Ability to identify and develop innovative ideas (e.g., product, packaging, merchandise, activations) in order to create a proprietary advantage for The Company.
- Consumer Focus: Make consumers (external and internal) and their needs a primary focus of one's actions; develop and sustain productive consumer relationships; create and execute plans and solutions
- Marketing Operating Strategies: Knowledge of and ability to apply basic marketing operating strategies (e.g., media planning, pricing strategies, trade/consumer promotions) used in the execution of marketing plans.
- Knowledge of technology and its role in the consumers life
- Exceptional track record of delivering results and proven record of creating marketing platforms that significantly elevate the brand and generate results
- Proven analytical and financial skills
- Proven ability to effectively manage teams
- Travel 10% to 15%

Apply online @ <http://careers.buildabear.com/Careers.aspx>

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