



MARKETING ACTIVATION MANAGER, BLUE LIZARD

Job Purpose Statement

This position works in close partnership with the marketing team and the Executive Director of Marketing, and will research, identify and execute key marketing touchpoints and activation opportunities within our expanding sport and health care vertical markets i.e. United States Tennis Association, PGA and education & awareness health care programs supporting the dermatology community. This will include the ownership of brand projects, communications development, brand budget, and the day-to-day business activity for a young, extremely high growth brand.

Main Accountabilities

- Assist in the development and execution of plans to deliver growth and profit targets.
- Identify and execute key activation programs to build brand awareness and trial, within sport and health care verticals, leveraging across integrated marketing plan.
- Own and build the partner relationships; making Blue Lizard an integrated part of their programs based on education and awareness, leading to skin health safety in the sun.
- Capture and analyze activation results and learnings for continuous improvement.
- Align with and proactively seek ways to bring best practices across verticals.
- Be present at on site across activations, to ensure in market execution, identify best practices and build partnership relationship.
- Partner closely with event teams to identify and establish local network, to drive early planning.
- Lead agencies in developing relevant and differentiated local marketing plans across multiple markets.
- Provide real-time feedback to agency partners to pivot activation as needed.
- Translate the Blue Lizard brand architecture and consumer insights for agency partners to ensure cohesive brand messaging.
- Identify partnership opportunities internally across multiple marketing functions, including, but not limited to email, e-commerce, partnerships and corporate sales.
- Lead trade show development plan and execution i.e. American Academy of Dermatology Conference, PGA Merchandise Show, etc.
- Manage Blue Lizard merchandise plan and e-commerce both on external and internal website.
- Manage an AP&G budget.

Job Related Qualification/Skills

- Bachelor's degree (BA) from a four-year college or university or equivalent in marketing or related field, MBA preferred.
- 1-3 years of experience across a variety of channels
- Excellent organizational skills and high attention to detail
- Experience in managing professional marketing events
- Works effectively in a fast-paced environment and prioritizes effectively
- Experience/ability leading or working with agencies and media partners
- Experience and understanding working with different partner channels
- Proven record of drive and initiative with outstanding interpersonal and communication skills



Key Requirements

- Innovative, consistently introduces new ideas and demonstrates original thinking
- Ability to operate effectively in a less structured environment.
- Strong bias for action & accountability both for self and others.
- Growth and competitive mindset.
- Strong interpersonal and communication skills.
- Creativity in problem solving and communication development.
- Strong passion for sport and making a meaning full difference in patient's lives

Schedule

Attendance at company-sponsored meetings is required. Some meetings or meeting-related travel may occur during evening or weekend hours. Travel is estimated at 35%, with significant travel during the April to September peak season.