



**“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 business coordinates the development of the EMEA and Oceania Markets and distributes products throughout East and West Europe, Russia, Middle East, Africa, Australia and New Zealand.

An exciting opportunity has come up at our London office in planning and executing our brand strategy across our properties (Hello Kitty and all other Sanrio Characters) covering the EMEA market as well as Australia and New Zealand. We are looking to hire on a permanent contract a

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

### **Responsibilities**

- Work closely with colleagues to create and implement a strategy for key product launches, seasonal campaigns and online and offline marketing initiatives
- Manage Hello Kitty campaigns and influencer marketing, including press outreach
- Manage launch and campaign events from concept to completion
- Implement social media marketing activities for Hello Kitty, including content creation and analysis
- Maintain Sanrio’s EMEA+ website by creating and curating content, working closely with other departments
- Support Sanrio’s licensing and business development activity, seeking brand collaboration opportunities

### **Requirements**

- Experience in a similar role, preferably in the Licensing business
- A high-level understanding of brand led strategic marketing planning
- Social media savvy, particularly Instagram and Facebook, with experience in influencer outreach and management, and able to create quality photo content
- Strong analytical and negotiation skills as well as a positive, solution-minded attitude and strong organisational and multi-tasking skills
- Excellent oral and written communication skills in English and another European language, preferably French

If you are interested in this fantastic opportunity and would like to know more please email your CV to [careers@sanriolicense.com](mailto:careers@sanriolicense.com), we look forward to hearing from you.