



“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 has a portfolio of more than 400 characters, including new characters for EMEA like Gudetama and Aggretsuko and the much-loved Mr. Men Little Miss family. We license a unique collection of branded gifts, stationery and fashion accessory items while collaborating with the most respected companies in the world.

Our EMEA business coordinates the development of licensing throughout Europe, Russia, Middle East, Africa, Asia (for Mr. Men Little Miss), Australia and New Zealand.

An exciting opportunity has come up on a permanent basis at our Milan office to work as

Marketing and Retail Manager (m/f/d)

Your Responsibilities

Primarily Mr. Men Little Miss, Sanrio characters

- Work closely with Head of Creative and Marketing in developing brand marketing strategy, for Mr. Men Little Miss and Sanrio characters.
- Support implementation of EMEA Marketing strategy for Sanrio characters and Mr. Men Little Miss being responsible for the marketing and retail activities across the different countries, channels and categories.
- Ensure efficient spending of MKTG and retail budget in all countries, update and track marketing spend.
- Develop sales decks and presentations to pitch new or existing licensees.
- Supervise events and PR campaigns and manage contacts with the PR agency, magazines and media plans.
- Plan and organise licensing meetings and trade fairs.
- Help partners and retailers execute retail activations and promotions by conducting sweepstakes, contests and promotional in-store activities, including their ideation, planning and budgeting.
- Manage freelancers and agencies used for marketing activities.



Digital Marketing

- Lead on digital strategy including e-commerce
- Take responsibility of social media calendars, plans and content creation
- Manage of Influencer marketing and digital advertising campaigns across all channels
- Manage, primarily, the Mister Men Little Miss but also the Sanrio shops websites: Marketing of shops, including online advertising, offline advertising and working with PR company on project by project basis
- Contribute to the creation of the new YouTube channels
- Support the management of relationships and business with revenue generating digital partners including Merch By Amazon, YouTube

You will also have people management responsibility of one direct Marketing report

Our Requirements

- Relevant qualification (apprenticeship or university degree)
- Work experience of at least 3 - 5 years in a similar Marketing role
- Fluent in English and good knowledge of Italian
- Copywriting skills and sound knowledge of MS-Office applications
- Enthusiastic with a positive, can-do attitude to work independently as well as in a team
- Excellent communication and organisation skills

What we offer

- Work for a fun and well-known brand
- Mentoring and career development
- A simple reporting line
- Become part of a friendly team in a good working atmosphere

If you are interested in this fantastic opportunity and would like to find out more about it please contact us via email and send your motivation letter as well as your CV to careers@sanriolicense.com. We look forward to hearing from you!