



**“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 Coordinator (m/f/d)**

### **Your Responsibilities**

#### **Primarily Mr. Men Little Miss, Sanrio characters**

- Work under the direction of a marketing manager to help reach the company's marketing goals
- Support the marketing team with planning, implementing, and monitoring marketing campaigns online and offline
- Assist with the production of marketing materials and collateral
- Write and edit content for different platforms such as social media, websites, and press releases
- Create social media posts for Mr. Men Little Miss and Sanrio pages and manage the regular posting schedule
- Help organise and coordinate marketing events such as licensing meetings and trade shows for the EMEA region
- Evaluate data and create reports on key metrics in order to monitor campaign efficiency and analyse trends
- Support with planning and implementing online and instore retail activities for the EMEA region
- Prepare presentations to pitch licensees and prospects



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- Support costume character management
- Help in updating and tracking marketing spend
- Help in managing Sanrio and Mr. Men Little Miss e-commerce

### **Our Requirements**

- Relevant qualification (Bachelor's Degree in Marketing, Business or a Related Field)
- Fluent in English and good knowledge of Italian
- Copywriting and language skills
- Excellent knowledge of MS-Office applications, and of social media platforms such as Facebook, Instagram, and Twitter
- Enthusiastic and reliable with a positive, can-do attitude to work independently as well as in a team
- Excellent communication and organization skills
- Digital and commercial creativity

### **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 please contact us via email and send your motivation letter as well as your CV to [careers@sanriolicense.com](mailto:careers@sanriolicense.com). We look forward to hearing from you!