



enesco.

JOB DESCRIPTION

Job Title: Marketing Coordinator – Boyds
Department: Marketing
Reports to: Marketing Director - Boyds
Revision Date: 2010

Definition of Enesco's business:

Enesco, LLC, is a global leader in the giftware and home and garden décor industries. Serving more than 44,000 customers worldwide, Enesco distributes products to a wide variety of specialty card and gift retailers, home décor boutiques, mass-market chains and direct mail retailers. With subsidiaries in the United Kingdom, France, Canada and Hong Kong, Enesco serves markets operating in Europe, the Americas, Australia and Asia. The company's product lines include some of the world's most recognized brands including Heartwood Creek® by Jim Shore, Foundations®, Our Name is Mud®, Gund®, Boyds®, Country Artists®, Walt Disney Classics Collection®, Disney Traditions™, Border Fine Arts™, Cherished Teddies®, Trail of Painted Ponies®, and Lilliput Lane®, among others. Further information is available on the company's Web site at www.enesco.com.

Position Summary:

Working under the direction of the Marketing Director, responsible executing all marketing efforts to support the Boyds by Enesco and Cherished Teddies Brands, including, but not limited to, development of printed & web based materials/promotions, copywriting efforts, Friends of Boyds and Cherished Teddies collectors club promotions, and inbound/outbound licensed properties. Responsible for coordinating and preparing product for photography, as well as working in photography studio styling product. Manage time and priorities to ensure deadlines are met. Travel required in support of collector/retailer events and trade show preparation.

Essential Functions/Major Responsibilities:

- Copywriting; understanding intended audience and ensure message is consistent with brand. Ability to adapt writing style from brand's "folksy" nature to professional.
- Coordinate efforts between marketing and design teams to ensure deadlines are met for development of printed materials (i.e. catalogs, hangtags, packaging and other collateral materials).
- Develop/Execute/Maintain Marketing Calendar
- Coordinate proofing efforts for all printed materials.
- Provide regular status updates to Marketing & Design teams on marketing projects in development such as availability of product/artwork, timelines, and identifying those projects at risk of missing deadlines.
- Establish timelines lines to ensure collateral, promotions and communications are timely and relevant by understanding key product launch dates and company initiatives.

Experience, Competencies, and Education:

- College Degree, Marketing or Marketing Related Curriculum
- Proficient computer skills including Microsoft Office
- Highly organized and detail oriented
- Excellent verbal communication skills
- Ability to multi-task and prioritize
- Travel may be required by air and land

Compensation and Benefits:

The company will offer a highly competitive compensation and benefits package.

Physical Demands & Work Environment:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Light physical effort equal to frequent lifting or moving of lightweight materials.
- Regularly required to sit or stand, bend and reach.

Qualified candidates may apply via email to resume@enesco.com.