

phil&teds: owner of global brands - phil&teds, Mountain Buggy and Mokopuna Merino - is looking for a Marketing Specialist! We're real people and real parents, achieving real success globally, whilst still working toward our ultimate goal: enable parents to escape nursery prison and live a life without limit!

From Newtown to New York, phil&teds has been making kids stuff for over 20 years, so parents can escape nursery prison and live a dynamic life with kids in tow! Our phil-osophy is adapt&survive with our unique spirit and culture, daily!

Position Summary

You're a marketer for the USA/Canada markets based in Fort Collins, Colorado. As part of the global marketing team, and reporting to the Field Marketing Manager (in New Zealand), You are primarily responsible for supporting and executing all marketing efforts for USA/Canada, as planned by both the phil&teds and Mountain Buggy Marketing teams from the support office (in New Zealand). You will execute all marketing activity with clear delivery, on time, and attain marketing objectives for each brand as agreed.

You will analyse market conditions for a product as required, researching both channel and consumer needs, competitor positioning, and you will help develop regional marketing plans alongside the Field Marketing Manager that will increase in market demand and get the product selling sustainably in the markets.

phil&teds isn't about Armani suits and ties - we're about a high performance culture, that has fun and makes money! We've built up global relationships with our customers: retailers, sales agents and parents -we're real people, doing real things - and we want to continue to help parents adapt&survive!

If this sounds like you, then we wanna hear from you!!

Email your CV AND cover letter to: pickme@philandteds.com

NOTE: ONLY APPLICANTS WHO HAVE INCLUDED A COVER LETTER WITH THEIR CV WILL BE RESPONDED TO!