

**Positions:** Distributor Marketing Coordinator Brand Coordinator

**Location:** 10F., No. 433, Ruiguang Road, Neihu District, Taipei City, 114

**Hours:** Full Time

### **Company Background:**

Since 1983, Wonderland Group has remained devoted to the design, development, and manufacturing of baby products. As one of the leading manufacturers in the industry, Wonderland boasts superior techniques and R&D capabilities, which allows the Group to be recognized by international design awards frequently.

Wonderland currently has offices in the United States, the United Kingdom, Germany, Switzerland, Netherlands, Australia, Japan, Dubai, China, and Taiwan; the Group employs more than 13,000 employees worldwide. By constantly pursuing and upholding its leading industry status, Wonderland stands out in the industry with technological advantages and by listening carefully to the needs of our customers. The Group maintains close and stable relationships with customers, and it has helped Wonderland become one of the biggest manufacturers of nursery products.

### **Responsibilities:**

#### **Assist Brand Managers to ensure success of global initiatives & regional branding efforts**

- Launching of new products/services in specific markets & keeping a close track of the segment priorities and development in those markets
- Implement and monitor, in close coordination with the Brand Manager and involved parties/teams/agencies, Marketing activities across communication channels
- Maintain visibility to new collaterals on an on-going basis by helping prepare necessary documentation, post-mortem reports, and summaries

#### **Assist Brand Managers in fulfilling marketing-related needs & day-to-day operations**

- Distributor or market-specific requests
- Internal and external communications

-Managing invoice processing for all distributor marketing fund contributions

### **Lead coordination and information dissemination**

- With distributors: act as a brand ambassador to ensure they have access to and utilize all tools needed to rightfully represent the brand in their region
- With cross-functional teams: provide materials & access to Sales, Product, Fashion, Logistics teams and coordinate information flow as needed
- Communicate custom requests from distributors to the global brand team & liaise with brand and/or creative team to provide guidance on local graphic executions

### **Learn and understand the brand's business**

- Understand the fundamentals of the brand P&L & how to manage brand resources
- Understand the brand's equity, positioning, & target, to effectively assist in the short-term and long-term Marketing & Communications Plan development
- Act as a gatekeeper for brand identity, providing creative feedback from the global brand team to distributors, and assisting in the creation/production of materials

### **Maintain and compile regular market reviews & reports for global teams, including:**

- Market landscape (demographics, economics, etc.)  
Retail & competitive landscape
- Exploratory projects (includes mapping of the current state of Joie in the market when applicable, and brainstorming opportunities for growth in the market)
- Assist in regular brand audits (in the form of potential infringement list with legal team, digital marketing reviews, and other regular/on-going monitoring reports)
- Assist in evaluating current sales tools and brainstorm opportunities for brand team to better support customer sell-in at both the distributor and retailer levels
- Assist in gathering & communicating regional success stories to inform future best practices for global team and other regions

### **Requirements & Qualifications:**

#### **[Experience & Education]**

- One (1) to three (3) years of marketing or brand management experience
- B.S. degree in Business Administration, Marketing, or related field preferred.
- Experience with a multinational company highly desirable.

### **[Skills & Knowledge]**

- Strong interpersonal & customer service skills; able to effectively coordinate with & bring value to various stakeholders
- Strong discernment & project management skills; able to multi-task & manage multiple priorities & deadlines while maintaining a level of organization, accuracy, & attention to detail
- High emotional intelligence and able to work collaboratively with internal & external customers to obtain cooperation and maximum effort
- Highly focused & self-motivated; able to efficiently manage workflow processes, timelines, and deadlines to get things moving & get things done

### **[Technology]**

- Proficient in the MS Office Suite
- Basic knowledge in dealing with multimedia files & documents
- Willing to learn systems & platforms necessary to perform tasks

### **[Language]**

- Bilingual in Mandarin and English highly desirable
- Ability to articulate and self-express in any other language or medium is a plus

### **[Competencies]**

- Adaptable: Adjusts easily to new or changing circumstances, demonstrated by the ability to eliminate potential obstacles & prioritize/shift among competing tasks to meet deadlines.
- Analytical: Demonstrated ability to focus on key issues, research, gather and integrate information from a variety of sources and consider/recommend reasonable alternatives.
- Articulate: Speaks effectively in individual or group situations; writes clearly & convincingly; takes responsibility for facilitating information exchange among peers and managers.
- Customer-oriented: Attentive to customer needs as demonstrated by responsiveness to customer requests, initiation of informal meetings & listening to/anticipating customer needs.
- Detail-oriented: Demonstrated by regularly verifying all work thoroughly to ensure accuracy and ability to recall specific facts within the context
- Efficient: Accomplishes work with substance and in accordance with scheduled

objectives and cost requirements; effectively meets deadlines.

-Self-confident: Belief in own abilities and/or skills to succeed while undertaking difficult tasks

-Self-motivated: Willing to continuously find opportunities to grow, improve, & upskill

-Team Player: Works well within diverse groups to achieve common goals as demonstrated through support for team ownership of projects to ensure results.

-Relational: Builds and maintains effective relationship skills with all internal and external customers, as demonstrated by the ability to interact in a consistent, overall positive, professional, and forward-thinking manner.

-Problem Solver: Effectively identifies and solves challenging problems, as demonstrated by regularly reviewing the issues for their underlying cause(s) and recommending solutions which may have been overlooked by others.

**How to apply:**

Please email <mailto:jimmy.lin@wonderland.com.tw> if you are interested.