**Integrated Marketing Manager**

Build-A-Bear Workshop, Inc. has an exciting opportunity for an Integrated Marketing Manager at our St. Louis Headquarters. This position is responsible for developing and overseeing the implementation of marketing campaigns, marketing programs, and product marketing campaigns in all corporately held stores, to drive traffic & revenue. Primary responsibility is to work with brand, merchandising, and all marketing teams to develop campaign platforms and strategic integrated marketing plans and execute them with excellence across all marketing channels. Additionally, this position is responsible for implementing and evaluating national marketing campaigns, promotions and events that drive traffic to all corporately held stores, inclusive of developing and managing all store marketing materials and supplies.

 **Responsibilities:**

* Lead strategic development of marketing campaigns
	+ Create, strategize and execute key campaigns and integrated marketing plans
	+ Develop and lead the process for creative platform that will meet the needs for a specified period of time
	+ Collaborate with Creative to develop strong, key visuals for all marketing channels that deliver business results
	+ Develop events and promotions that enhance seasonal celebrations or highlight product stories relevant to customers
	+ Lead development of presentation materials to gain alignment from executive leadership team
* Lead development and execution of integrated marketing campaign for specified period of time
	+ Serve as connector and leader across marketing channels
	+ Develop integrated plans based on key campaigns
	+ Provide guidance on all marketing creation across all marketing channels
	+ Ensure clear communication of plans and deadlines across all channels
	+ Develop and maintain accurate tools used by entire marketing team
	+ Lead development of hindsight recap post-campaigns to secure learnings for future development and implementation
	+ Work with team to ensure execution supports strategy, KPIs are tied to campaign goal
	+ Provide strategic input into working media expenses in advertising budget
* Lead development and implementation of in-store marketing needs, for specified period of time
	+ Direct signage (print and digital) needs for all store types (excluding outlets)
	+ Develop all promotion and event materials and experiential content
	+ Develop in-store radio content and manage timelines and execution
	+ Manage marketing supplies budget and discount budget
* Other duties as assigned by management - inclusive of serving on task forces and supporting marketing activation team responsibilities.

**Qualifications:**

* A minimum of a Bachelor's Degree with 5 – 7 years of marketing experience; 8 – 10 years of marketing experience preferred
* Experience managing a marketing budget preferred
* Proficiency in Microsoft PowerPoint, Word, Excel, and Outlook
* Ability to plan, organize and be adaptable to changes
* Excellent presentation, organizational and communication skills
* Ability to multi-task
* Must be able to lift more than 15 lbs

Apply online @ <http://careers.buildabear.com/Careers.aspx> (Choose Corporate Office Opportunities/World Bearquarters/Marketing)

Build-A-Bear Workshop® offers an exciting, fun and fast -paced work environment. One of our core values is ‘Embrace’ – we value the diversity, individuality and background of our associates, Guests and business partners and we cultivate an environment of inclusion. Come see the difference in our company culture!