

# Job Description

**Position Title:** Marketing Associate  
**Department:** Marketing  
**Location:** Walnut, CA  
**Reports to:** Marketing Team Leader

**FLSA Status:** Non-Exempt  
**Date Last Modified:** May 19, 2021  
**Current Incumbent(s):**

## General Position Summary

This position is responsible for supporting daily marketing related duties in order to increase brand awareness.

## Essential Job Functions

### Primary Duties

- Working within the team to promote our Trading Card Game and Mobile Game brands to the North American market
- Operating the social media accounts such as Twitter, Facebook, Instagram, YouTube, and Tik Tok
- Assist in managing the Bushiroad Online Store
- Working within the team to plan, organize, promote, and execute convention events
- Ensure given responsibilities are carried out accurately and in a timely manner
- Provide own input and creativeness to improve each project
- Liasing with other internal teams and offices as well as external parties as needed to carry out the tasks
- Assist other team's projects when necessary, such as packing and shipping out items to stores, and running tournaments

## Qualifications

### Education Experience

- Bachelor's degree (B.A.) from four-year College or university; or equivalent combination of education and experience

### Work Experience

- None required

### Supervisory Responsibilities

- None required

### Certificates / Licenses

- Driver's license

### Preferred Characteristics

- Strong team player with excellent interpersonal and communication skills
- Excellent at managing tasks, schedules, and multi-tasking
- Curious and eager to learn new things
- Have knowledge in games, anime, and popular or internet culture

### Desired Skills / Experience

- Experience in managing social media accounts
- Experience in operating an online store
- Experience in organizing and running events

- Japanese and/or Spanish language skills
- Proficient in Adobe Photoshop and Illustrator

## Work Environment & Physical Demands

### Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential job functions of this position.

Work Environment:	Office, Various Convention Centers, and Hotel Ballrooms
Noise Levels:	Moderate

### Tools & Equipment

- General office equipment including phones, fax, copier, personal computer, printer, scanner, etc.
- Software includes the use of Windows operating system and MS Office suite.

### Work Schedule

The following work schedule requirement is required of the into this position.

Work schedule on weekend and holidays:	Yes, Occasionally
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### Travel & Driving Requirements

The following travel and driving requirements are required of the incumbent into this position.

Local Travel:	Yes, Occasionally
Domestic Overnight Travel:	Yes, Occasionally
International Travel:	Yes, Rarely
Vehicle driving requirements:	Automobile
Driving Safety Requirements:	Observe speed limits and obey all road signs, as well as keep driving records (i.e., mileage and gas receipts).

### Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully carry out the essential job functions of this position.

Physical Demands:											
Activity	Frequency					Activity	Frequency				
	N	R	O	F	C		N	R	O	F	C
<b>Lifting/Carrying</b>						<b>Twisting/Turning</b>					
Under 10 lbs.			X			Reach over shoulder			X		
11 - 20 lbs.			X			Reach over head			X		
21 - 50 lbs.			X			Reach outward			X		
51 - 100 lbs.		X				Climb		X			
Over 100 lbs.		X				Crawl		X			
						Kneel			X		
<b>Pushing/Pulling</b>	N	R	O	F	C	Squat			X		
Under 10 lbs.			X			Sit				X	
11 - 20 lbs.			X			Walk - Normal Surface				X	
21 - 50 lbs.			X			Walk - Uneven Surface			X		
51 - 100 lbs.		X				Walk - Slippery Surface		X			

Over 100 lbs.		X				Stand				X	
						Bend			X		
<b>Driving</b>	N	R	O	F	C						
Automatic Trans.			X			<b>Vision Requirements</b>	N	R	O	F	C
Manual Trans.		X				Close vision - 20 inches or less					X
						Distance vision – 20 feet or more				X	
<b>Other</b>	N	R	O	F	C	Color vision – identify & distinguish colors				X	
Keyboard/Ten Key					X	Peripheral vision		X			
Fingering (fine dexterity)				X		Depth perception		X			
Handling (grasp, hold)		X				Ability to adjust focus				X	
Repetitive Motion – hands			X			<i>Key (based on typical workweek):</i> <i>N – Never</i> <i>R – Rarely (Less than 1 hour/week)</i> <i>O – Occasional (1% - 1/3<sup>rd</sup> of time)</i> <i>F – Frequently (more than 1/3<sup>rd</sup> &amp; up to 2/3<sup>rd</sup> of time)</i> <i>C – Constantly (more than 2/3<sup>rd</sup> of time)</i>					

The above job description identifies the essential job functions and skills needed by the person or persons assigned to this position. These job functions and skills are not intended to be a complete and exhaustive list of all responsibilities, duties and skills required. The information contained herein is subject to change at the company's discretion.