



Who said work had to be boring? At Mega Bloks, Canada's largest toy manufacturer, we like taking on new challenges, but we also like to play. This approach has incidentally proven to be very effective, since our products are now distributed in more than 100 countries and are internationally recognized for their quality and their originality. At Mega Bloks, we like to do things differently. What about you?

MANAGER, ADVANCE DESIGN

Brand Management, Preschool

The position incorporates the creation, development, execution and management of the Preschool Product Line. Reporting directly to the Vice-President, Brand Management Preschool, the candidate works with a cross company, multi-functional team.

ROLE & RESPONSIBILITIES

- Plans the line – product creation & deletion, price points, forecasting, planograms and licensing relationship management;
- Researches ideas – competitive analysis, consumer observations, product tests with kids and Moms, focus groups and store checks;
- Analyzes the market, positions the product on the market (niche, advantages over competitors);
- Identifies the target audience by managing focus groups;
- Checks the legal issues;
- Influences trend design, development and graphic team;
- Communicates the toy to sales department and retailers;
- Trains, provides teamwork guidance and leadership.

SKILLS AND EXPERIENCE

- Ability to create and implement original, dynamic concepts and initiatives;
- A successful track record in leading the development and execution of product in a fast-paced environment;
- Ability to work in a team with senior management. Communication skills are key;
- Strong analytical, problem solving, project management, and writing skills;
- Capable of achieving results that meet both short and long term company objectives;
- Ability in recruiting and managing creative talent;

- Approximately 10 years of experience in a Research/Design and Development or Marketing leadership role. An additional five years in the toy industry would be considered a definite asset.

If you think you have what it takes to filled this position, send your resume to jfortier@megabloks.com or by fax at 514-333-3853.