

## JOB DESCRIPTION

<b>JOB TITLE:</b> Sales Promotion Supervisor	<b>FLSA STATUS:</b> Exempt
<b>COMPANY, DIVISION, DEPARTMENT &amp; LOCATION:</b> YKK USA Inc. National Marketing / Marietta Georgia	<b>JOB NUMBER:</b>
<b>REPORTS TO TITLE:</b> National Marketing Manager	<b>EFFECTIVE DATE:</b> Apr 1, 2012
<b><u>JOB SUMMARY:</u></b> The purpose of this position is to create Promotional Materials & Sales Tools by coordinating the concept internally and contacting the outsource design company to execute the concept design and needs. Plan and coordinate (overall responsible) for company participation in Advertisements (Business to Business, Business to Customer). Plans, budgets and coordinates promotional materials in align with Marketing Strategic approach. Supervise Macon Sample Center. These duties include creating the strategy, annual plan and budget by performing the following duties.	
<b><u>ESSENTIAL DUTIES &amp; RESPONSIBILITIES:</u></b> <ol style="list-style-type: none"><li>① Creates promotional materials &amp; sales tools (Catalogues, Flyers, &amp; Website) in coordination with Sales and Marketing SIC strategy.</li><li>② Plans and coordinates for company participation in trade shows, sponsorship and events. Pre-Show research to following up with leads.</li><li>③ Conducts market research through Digital Media, Tradeshow for demand creation and provides current business updates.</li><li>④ Supervise Macon Sample center duties and set up the policy and coordination.</li><li>5. Comply with YKK's Compliance Program including Environmental, Quality, Health &amp; Safety, and Confidential Information Management guidelines.</li><li>6. Performs other position-related duties as assigned.</li></ol>	
<b><u>SUPERVISION AND SCOPE OF POSITION:</u></b>  This position has a supervisory roll of Macon Sample Center. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include training employees, providing guidance and support, assigning and directing work, conducting appraisals, rewarding and disciplining employees.	
<b><u>QUALIFICATION AND REQUIREMENTS:</u></b>  <b>Education/Experience:</b>  Bachelor's degree (Marketing or related field) from a four year college or university is preferred; or 5 years of marketing experience and / or training; or an equivalent combination of education, training and experience.  Must have excellent computer skills and have a good command of query, formulas and other database related skills, minimum adobe design skills.  This position requires the ability to read, write and speak the Japanese language.	

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<p><b>Certificates and Licenses:</b> N/A</p> <p><b>Travel Requirements:</b> Infrequent travel to attend meetings or trade shows.(3-4 times a year)</p>	
<p><b><u>PHYSICAL DEMANDS:</u></b> The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel; reach with hands and arms; stoop, kneel, crouch, or crawl and talk or hear. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus.</p>	
<p><b><u>WORK ENVIRONMENT:</u></b> The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually moderate. The employee is required to wear appropriate safety protective equipment at the proper times and in the proper environments as required by safety program rules.</p>	
PREPARED BY: Mitch Hirose	DATE:
APPROVED BY: Sergio Akaho	DATE:
EMPLOYEE'S NAME (PRINTED): _____	DATE:
EMPLOYEE'S SIGNATURE: _____	