

**Role:** Creative Design Lead

**Who We Are Looking For:**

Are you a Graphic Designer who is looking to expand your skills and talents in Branding, Marketing, Social/Digital Media and other areas of Creative Development? Are you passionate about your work and aren't afraid to try new things? Can you see yourself helping to create a brand whose core values are built around Simplicity™, Color & Fun? If this sounds like something you might be interested in, please keep reading...

Goldstar is a manufacturer and supplier of promotional writing instruments (aka. SWAG) located in San Diego, CA who's enjoyed double digit growth each year over the past few years. We are excited to hire a new Creative Design Lead that is capable of helping us tell our story and elevate our brand to exciting new places!

**Responsibilities of the Position:**

Goldstar's Creative Design Lead will work in a fun atmosphere with a great group of people that will give the right candidate the opportunity to truly impact creative design, advertising, social media, event marketing, packaging and more. As a plus, this position enjoys the benefits of having other graphic resources available to support this position's needs for production graphics, collateral & catalog layout. We are looking for a candidate that possesses the willingness and ability to handle the following responsibilities:

- **Collateral & Digital Design** – At the core of our business are printed and digital marketing tools that help showcase our products and bring our brand to life. With support from the rest of the Marketing Team, you will lead the design for our branded materials such as: catalog and general marketing collateral, web and digital graphics, packaging & interactive sales kits, tradeshow displays and more.
- **Creative Development** – To help fuel our social media presence, email and general marketing, you will not only provide graphic design, but also help create ideas to drive content for themed promotions, social campaigns, photo and video shoots and just about any other creative functions needed to showcase our brand.
- **Social, Content & Advertising** – Understanding the concepts of turning written copy into design is a key function for this role. You will work with the Marketing Manager to develop and execute digital, print and social advertising projects that will include working with graphic imagery, creative headlines and helping to write basic ad copy.
- **Interactive & Experience Marketing** – We attend dozens of tradeshows and 100's of client meetings each year. Our goal is to stand out and be unique in our industry. From tradeshow displays to sales meeting kits to helping us create a fun atmosphere and experience for our customers.

**Your Experience:**

We are looking for an outgoing personality who loves working in a diverse, cross functional team atmosphere who values integrity, creativity, teamwork and fun! Personality, energy and willingness to excel are as important as the experiences that you bring. Our ideal candidate will possess:

- 3-5+ years' of experience in a Graphic/Creative Design role as part of a marketing department or ad agency.
- Experience working with a team to conceptualize and execute creative ideas and concepts
- Intermediate+ skills in Adobe INDD, PSD & AI required. Dreamweaver is not required, but a big plus.

- A strong understanding of social media platforms and how to interact with clients through each channel; currently Facebook, Instagram and Pinterest.
- Basic to intermediate photography skills and/or experience working with photographers, videographers, interactive designers or outside agencies is a plus.
- Demonstrated understanding of typography, page layout, photo editing, color theory and other design concepts.
- Demonstrated ability to manage projects and your time effectively

**As a qualifying candidate you must be interested in:**

- Making an impact on a rapidly growing business.
- Having aspirations for being an Art or Creative Director.
- Learning, growing and living a creative lifestyle.
- A desire to take your creative skills beyond design and into building a brand in a B2B space.
- Developing creative content for Social Media.
- Working as a team member but isn't afraid to take charge.
- Staying organized and communicating effectively.
- Thinking outside the box.
- Working for a small organization as part of a larger, global company.
- Being passionate about your role, have fun, work hard and be anxious to succeed!

**About little more about us:**

Headquartered in San Diego, CA, Goldstar is a leading manufacturer and supplier of customized writing instruments, servicing over 5,000 specialty advertising distributors across the United States. Our clients recognize our focus on providing overall value and a range of additional services that make doing business with us easy. We are a division of National Pen, LLC and a wholly owned subsidiary of Cimpress, N.V. Our exclusive manufacturing, sales and sourcing facilities in Tennessee, Mexico, Ireland and China help keep us globally aware and locally competitive.