

### **Who We Are Looking For:**

Interested in making your job a little more fun, creative a fulfilling while making an impact and growing a business? Goldstar is a manufacturer and supplier of promotional writing instruments (aka. SWAG) located in San Diego, CA who's core values are focused on Simplicity®, Color and Fun. We have enjoyed double digit growth over the past few years and are excited to bring on a new Assistant Product Manager who will be critical in helping us grow our brand and creative development of new products and line extensions. If this sounds interesting, please keep reading...

### **Responsibilities of the Position**

Goldstar's Assistant Product Manager will work in a fun, team oriented atmosphere that will challenge your strengths and empower you to help define our product development and go-to-market strategies. We value candidates that can show a solid understanding and ability to fill strategic gaps in our product line, manage the product introduction process and help create our unique selling proposition.

Along with a great personality, we are looking for a candidate that possesses experience and a willingness to handle the following responsibilities:

- **Ongoing Market & Competitive Analysis** – Develop a core understanding of our overall market, competition and identify gaps in product lines, product design and color trends to develop an overall product strategy.
- **Work closely with cross functional Global Sourcing and Supply Chain teams** in San Diego, Tennessee, Ireland and China to further develop a distinct range of writing instruments, stationery and product line extensions.
- **New Product Introduction (NPI)** - Work with the Global Sourcing team to manage the NPI process which includes: product design & selection; sample coordination, decoration & QA/QC approval; spec sheet management; and product photography, pricing and inventory forecasting. We currently introduce products on a bi-yearly calendar in January and July.
- **Product Marketing & Merchandising** – Work with marketing & graphics teams to develop a go-to-market strategy; ensuring products are represented properly through our web presence, printed catalog and industry search platforms.
- **Identify Additional Product Decoration and Operational needs** – Our product lines are focused around decoration and personalization with various processes that include 4-Color Process inkjet and foil decoration, silkscreen, laser engraving.

### **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! Ideally, this candidate will possess:

- 3-5 years' of experience in a product coordinator or product management role. Candidate must show a track record of successfully managing multi-step process and can show time management and organizational skills
- Demonstrated ability to understand and analyze a competitive landscape, core retail trends and assist in developing product strategies and USP's

- A solid understanding of Core Marketing Concepts (Product, Price, Place & Promotion), Product Design and Color Theory
- A background working with cross functional teams to take products from concept to completion. Must possess the ability to make educated decisions and work with minimal oversight.
- Experience working with physical products/goods are required. Additional experience in the promotional products industry or B2B product experience a plus. Sourcing from foreign countries including China is also a plus.

**As a qualifying candidate you must be willing to:**

- Make an impact on a rapidly growing business.
- Work as a team member but isn't afraid to take charge.
- Jump into other projects and help out where necessary.
- Stay organized and communicate effectively.
- Think big
- Travel, potentially internationally.
- Work for a small organization as part of a larger, global company.
- Be passionate about your role and be excited to succeed.
- 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 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.