



## North America Marketing Manager *(This position is available for remote work)*

### **About Us:**

Voted “PPAI’s Best Places to Work” in 2017, ’18 and ’19—we are Goldstar and are looking for a North American Marketing Manager to join our global marketing team.

Some people may think of us as purveyors of promotional products, some say we are a supplier and decorator of branded writing instruments, drinkware, bags and stationery. We are a global company who manufactures, designs and decorates products that connect people to brands through one of the most effective advertising mediums today.

### **About You:**

Our ideal candidate is experienced and willing to manage all the activities that occur within a small, fast-paced marketing department. You approach your job with a “work hard, play hard” mentality and see yourself as self-motivated, flexible, creative and well-organized.

The idea of leading a small group of people and working collaboratively with teams in both North America (NA) and Europe (EU) should be exciting and rewarding to you. Managing the development of our general advertising and email marketing, tradeshow and events management, and other core projects from start to finish is what gets you excited and is a big part of what has made you successful.

### **The Position:**

This position will report to the Senior Global Marketing Manager and work along-side the EU Marketing, Design, Content and Product Merchandising Managers to build and deliver a successful marketing plan for the NA market. This role has direct management responsibilities and includes a couple of key areas that you would be responsible for:

**Manage NA Marketing Activities** – This position is required to work collaboratively with management, marketing staff, vendors and our European office to develop and execute a marketing plan that is focused on both globally relevant and market specific strategies. This role is responsible for managing the marketing calendar and activities for NA which include but is not limited to: email, social and digital advertising; catalogs, collateral, tradeshows, sales kits as well other forms of relevant media.

**Sales Support & Tradeshow Management:** We have a host of meetings, events and tradeshows throughout the year that need support—both from a marketing and project management perspective. You will be responsible for helping to organize and manage development of display graphics, product sample kits, collateral, advertising and other activities surrounding these events.

**Collateral & Communication Development** – Content in the form of catalogs, flyers, emails and other sales related collateral is the fuel that powers our marketing. Leading the development of campaign related content and creative design is a core piece of this role. Your skills as a creative thinker and project manager with the ability to manage multiple projects is critical to your success.

**Search Management:** This role is responsible for working with media partners and providing analysis to optimize product search and advertising spend across the various industry platforms.



### **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:

5-7 years of experience in marketing communications or similar role. Direct management experience preferred, but not required for the right candidate.

Must have experience in the Promotional Products industry

Has demonstrated ability or direct experience managing staff and working with sales teams to help make them successful.

Strong project management and organizational skills are critical. Use of project management software a plus.

Experience working with creative teams to develop collateral and various advertising for a wide variety of mediums including digital ads, catalogs, promotional collateral, video and photography.

Has previously worked with vendors and media partners to strategize external marketing and advertising activities.

Excellent working knowledge and experience in email marketing is required. Knowledge of the programs listed below are an advantage.

Bachelor's Degree in Marketing preferred

### **Our Internal Platforms & Technology:**

**Social:** Instagram, Facebook, LinkedIn, Twitter (Sprout Social for social management)

**CRM/Email:** Salesforce/Pardot

**Project Management:** Asana

**Business Applications:** Microsoft Office 365, Dropbox

**Creative:** Adobe Creative Suite

### **About little more about us:**

Headquartered in San Diego, CA, Goldstar is a leading manufacturer and supplier of customized writing instruments, stationery, bags, drinkware and personal protection items; servicing thousands of specialty advertising distributors across the United States and Europe. Our clients recognize our focus on providing overall value and a range of additional services that make doing business with us easy.