

**ROLE:** B2B Digital Marketing Specialist

**LOCATION:** Remote Friendly/Office in San Diego, CA

**ABOUT US:**

Voted “PPAI’s Best Places to Work” in 2017, ’18 and ’19—we are Goldstar and are looking for a Digital Marketing Specialist to join our global (and remotely operated) marketing team.

Some people may think of us as purveyors of promotional products, sellers of swag or managers of merch; some say we are a supplier and decorator of branded writing instruments, drinkware, bags and stationery. We say that 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 THIS ROLE:**

Reporting to our North America Marketing Manager and working closely with our Content Manager, our ideal candidate should get excited about the idea of optimizing engagement through our email, web, social and external media platforms. This person should have an entrepreneurial spirit and desire to develop both creative content as well as providing analysis and recommendations on developing a better omni-channel experience for our distributor customers.

Plus, the idea of building your career with a rapidly growing, culturally diverse company that spans multiple countries throughout North America and Europe should be exciting. If this sounds like you, please keep reading about what you would be doing...

**Email & Marketing Automation:** Managing the scheduling, design and execution of our general email schedule and support our marketing automation platform with a trigger-based automated email workflow using data from various customer touch points.

**Website Management:** You will be responsible for maintaining our web & micro-sites including updating graphics, request forms and landing pages, general user management and technical support. (This role does not require communication with customers)

**Social & Platform Advertising** – Assist the Content Manager with developing creative content, posting and tracking engagement through Sprout Social for our social media channels. Managing banner ads and content marketing through various media channels is also a key piece of this role.

**Data & Analytics Management:** Collect and organize data at all digital touch points, working with our Salesforce Administrative team to help keep contact lists and reporting clean and up to date. Develop reports from our web and email activities KPI’s and making recommendations to improve our marketing campaigns.

**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:

3-4 years' experience working in a B2B digital or email marketing role

Experienced in a CRM based email marketing platform. Salesforce and/or Pardot is preferred.

A shown ability to develop content for social media platforms and tailoring content/engagement tactics optimized for each channel—Instagram, LinkedIn, Facebook & Twitter.

Demonstrated experience in managing projects and your time effectively.

Demonstrated ability to solve problems and think/work independently

Experience in Google Analytics & basic data analysis

Skills in video or animated/3d graphics is highly desirable

An intermediate understanding of CRM/data management best practices

Basic knowledge and understanding of web design (HTML/CSS, JavaScript, etc.)

Experience in the Promotional Products Industry is a HUGE advantage

Bachelor's Degree in Marketing, Communications or similar preferred

#### **OUR INTERNAL PLATFORMS & TECHNOLOGY:**

**CRM/Email:** Salesforce & Pardot

**Social Platforms:** Instagram, Facebook, LinkedIn, Twitter,

**Business Applications:** Sprout Social, Asana, Microsoft Office 365, Wordpress

**Creative:** Adobe Creative Suite