



KEY ACCOUNT MARKETING SPECIALIST

Location: Remote, Work from Home, Reports to Global Marketing Manager.

ABOUT US:

Some people think of us as a purveyor of promotional products, some say we are a supplier and decorator of branded writing instruments, drinkware and bags. We say that we are a fun and globally diverse company who manufactures, designs and decorates products that connect people through one of the most effective advertising mediums today.

Headquartered in the United States and established throughout Europe, Goldstar's remote-first team gives our staff the opportunity to be part of an international team of passionate individuals who work hard without sacrificing the aspect of fun!

POSITION OVERVIEW:

The Global Key Accounts Marketing Coordinator plays a critical role in supporting our field sales representatives and ensuring the success of our account-based marketing initiatives in our North American & European sales regions. The position requires strong organizational and communication skills, as well as the ability to work independently and as part of a team. If you are passionate about the power of marketing, and the strength of your team, and have a passion for growth, we encourage you to apply and join the Goldstar® team!

KEY RESPONSIBILITIES:

- **Account Based Marketing & Field Sales Enablement:** You will work closely with our sales teams to understand our key account's business needs and develop tailored marketing solutions to maximize engagement with these accounts. Project deliverables include: custom collateral and marketing materials, email & social marketing, special kitting & sampling projects, presentations, tradeshow/event coordination, and any additional project activities to support the region's sales pipeline.
- **Project & Strategy Planning** This position will help in developing strategy and executing plans in-line with our "Top 100" account needs and our Regional Marketing Calendars across our five core markets—United States, Canada, Germany, France & UK.
- **Sales Data and Pipeline Optimization:** This position will work closely with the Digital Marketing team to develop workflows, communication plans and data collection strategies to enable better selling, nurturing and retention activities. You will also help with providing performance analysis and effectiveness of your projects.
- **Competitor/Market Analysis:** As our key accounts marketing liaison, keeping an eye on industry trends, news, and competitors' activities for each region and help keep us on top of our game. Analyze market trends and customer behavior to identify new opportunities and optimize current marketing strategies.



REQUIREMENTS:

- 3-5 years' experience in a marketing or account management/support role in the B2B environment, preferably within the promotional products industry
- Experience managing multiple projects and working effectively in a fast-paced environment, both independently and as part of a team
- Excellent time management and organizational skills and ability to prioritize.
- Excellent communication and interpersonal skills that will focus on building internal relationships as well as with our Key Accounts primary contacts.
- Strong analytical and problem-solving skills. Able to identify opportunities and optimize strategies.
- Experienced in developing product and field sales enablement support and various advertising for a wide variety of mediums including digital ads, social media, email marketing, product kits, and more
- Experience with tradeshow/event coordination, working with creative teams and/or other demonstratable marketing skills are a plus
- Bachelor's Degree in Marketing, Communications, or related field

PLATFORMS & TECHNOLOGY:

- **CRM/Marketing Automation:** Salesforce/Pardot
- **Back Office:** Asana (Project Management), Microsoft Office 365, Adobe Creative Cloud
- **Social:** Instagram, Facebook, LinkedIn, Twitter (Sprout Social for social management)

A LITTLE MORE ABOUT US:

Headquartered in San Diego, CA with facilities in Shelbyville, TN, Tijuana, MX, Dundalk, Ireland and Pilsen, Czech Republic; Goldstar is a leading manufacturer and supplier of customized writing instruments, drinkware, bags and stationery; 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.

Goldstar is seeking to welcome a strategic thinker with a proven track record in a similar role. The range of the base salary for this role is \$55,000.00-\$70,000.00 accompanied by a competitive bonus and benefits package. Please note that individual total compensation will vary based on factors such as qualifications, skill level, competencies and work location.