

Marketing Specialist
Hybrid Position
Lawrence, MA

Gemline is an award-winning, design-centric supplier of high-quality branded consumer products to the promotional products industry. Gemline is ranked as the 10th largest industry supplier by the Advertising Specialty Institute and was named the 2021 Supplier of the Year. The Company's product line consists of a wide range of bags, luggage, business accessories, drinkware, electronics, stationery, writing instruments, gourmet foods and gifts. In addition to its strong portfolio of house brands and Gemline-branded products, the Company offers other high-quality retail brands such as American Tourister®, Anker®, Corkcicle®, Cuisinart®, Igloo®, MiiR®, Modern Sprout®, Moleskine®, New Balance®, Osprey®, Paper Mate®, Parker®, Waterman®, Samsonite®, Sharpie®, Slowtide® and W&P®.

On multiple occasions, and as recent as 2023, Gemline has received the honor of being recognized as a Great Place to Work by PPB, a leading industry publication. Gemline's Corporate Social Responsibility (CSR) efforts are focused on making a positive impact on society through environmental stewardship, ethical business practices, charitable giving and diversity, equity and inclusion leadership. Providing an exceptional customer experience to all customers is the Company's number one priority! Every associate has a role in delivering that experience through Gemline's foundational values of trust, integrity, humility, diversity, community and truth. The Company's success is driven by its associates' success – "Pride in People, Pride in Product." Gemline's culture is filled with collaboration, initiative, engagement, continuous problem solving, strong value for safety and respect for people.

Accountability Objective:

The Marketing Specialist will manage a broad range of projects that support marketing strategy and deliver against business objectives. This critical member of the team will thrive in a fast-paced environment and manage multiple, complex projects while keeping the highest level of attention to detail.

Key Responsibilities:

- Manage and execute all tradeshow/events for the brand. Responsibilities include pre-event coordination, registration, booth vendor management, on-site management, tradeshow attendance reporting and follow-up.
- Work collaboratively with Manager and Marketing Team on the development and execution of Gemline sales tools including collateral, digital marketing assets and packaging, while ensuring brand consistency.
- Develop and execute account-based marketing strategy to align our general marketing efforts with our individual key accounts. Leverage our marketing resources to support sales in these efforts.
- Develop and maintain project schedules and budgets in conjunction with Manager.

- Work with Manager and Coordinator on the development of video assets, including scheduling, scripts, product preparation and review process.
- Work with external vendors to ensure and maintain quality standards and ensure timely delivery of marketing assets.
- Plan, implement, manage and monitor Gemline's social media strategy with assistance from Marketing Coordinator to increase brand awareness, improve marketing efforts and increase sales. Report on social media metrics and make data driven content and platform recommendations.
- Stay up to date with best practices and technologies as it relates to social media, digital marketing, advertising and collateral to bring innovative ideas to the marketing team.
- Support Continuous Improvement activities including the Idea Generation System for the department and Gemline.
- Perform other duties as assigned.

Requirements/Qualifications:

- Minimum 3-5 years of experience in a marketing role
- Previous experience with trade show planning, marketing collateral development and digital marketing. Social media experience a plus.
- BA/BS in Marketing, Business, Management, or Communications.
- High-energy, self-starter with the ability to handle multiple tasks and projects simultaneously
- Comfortable interacting with all levels of the organization
- Strong interpersonal skills with ability to work successfully with cross-functional teams
- Excellent written, verbal and analytical skills
- Must be proficient with Microsoft Word, Excel and PowerPoint
- Detail-oriented
- High adaptability to change and deadline driven
- Ability to utilize Gem Performance System concepts and philosophies on a regular basis
- 10% travel required
- This is a hybrid position