



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, stationery and personal protection items. 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 advertising, email, social media, collateral/content development 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, Global Design 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, tradeshow, sales kits as well other forms of relevant media.
- **Content & Collateral Development** – Content is the fuel that powers our communications and feeling comfortable developing creative ideas, writing copy and working with design/photo/video teams to create advertising content is a core piece of this role. Your skills as a creative thinker and project manager with the ability to develop content from concept completion is critical to your success.
- **Sales Support & Tradeshow Management:** When the business is operating at its normal function, we have a host of meetings, events and tradeshow 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, samples, collateral, advertising and other activities surrounding these events.
- **Sample Management:** Although customer sample requests are managed by our service teams, this role is responsible for overseeing inventory and logistics for our NA sample department.



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.
- Experience in the Promotional Products industry is an extraordinary advantage
- Experience working with creative teams to develop content for a wide variety of mediums including digital advertising, print collateral, video and photography.
- Shown ability to write strong marketing copy for advertising, email subject lines, social media posts, etc. is essential. Experience blogging and developing educational content is a plus.
- Excellent working knowledge and experience in email marketing, social media is required. While specific software is not required, knowledge of programs listed below are an advantage.
- 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.
- Has previously worked with vendors and media partners to strategize external marketing and advertising activities.
- 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:** Monday.com
- **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. We are a division of National Pen, LLC and a wholly owned subsidiary of Cimpres, N.V. Our exclusive manufacturing, sales and sourcing facilities in Tennessee, Mexico, Ireland and China help keep us globally aware and locally competitive.