

**ROLE:** Social Media & Content Manager

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

Do you like the idea of being creative, telling stories and developing informative and educational content? Interested in working for a culturally diverse company and being part of a team that creates content for markets in North America and throughout Europe? If so, keep reading...

**WHAT YOU WILL DO:**

Content is the fuel that powers our communications and your skills as a researcher, creative thinker, copywriter, and storyteller in a B2B atmosphere is critical to your success. The marketing channels that you will support include our global social media platforms, blog and managing our content asset library. You will work closely with and support the European and North American Marketing Managers in developing copy for weekly emails, advertisements, websites, sales collateral, editorial articles, packaging, and other forms of digital and print media that help us share our brand story.

- **Social and Editorial Calendars** – This position will oversee both strategy and content development for our European and North American social media, blogging and editorial opportunities. You will work alongside the marketing team as well as the creative department to support these initiatives, keeping them on track and communicated to the rest of your colleagues.
- **Copywriting** – Copy touches every part of our internal and external communications and you will be a primary driver of our brand voice as it relates to our customers, employees and stakeholders in a fun and engaging manner. Working with sales and marketing staff and overseeing copy edits and translations for UK/IE, Germany, France and Italy.
- **Social & Creative Content** – You will be giving creative direction to develop graphical content (social posts, infographics, photography, creative imagery) for social media, our blog and other supporting graphics for content driven projects you will be working on. As the manager of social media, you will also take responsibility for engaging with client's business profiles and responding to questions and requests.

**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 copywriting and developing social content for a B2B company, ideally in the promotional product space. Your experience in developing or storyboarding video, photography or multimedia content is highly desirable.
- Proven ability to develop a solid cultural understanding of several European countries and work with appropriate teams to translate/edit copy for UK/IE, Germany, France & Italy. Experience working within the EU market is a huge advantage.
- A proven track record of developing content strategy for social media platforms and tailoring content/engagement tactics optimized for each channel—Instagram, LinkedIn, Facebook & Twitter.

- Proven ability to develop a brand voice that clearly articulates our brand to prospective customers.
- Skilled in researching and writing educational content as it relates to products and services.
- Experienced in project management and directly supervising support staff.
- A solid understanding of creating content for both digital and print design.
- Demonstrated ability to manage projects and your time effectively.
- Experience working in the promotional products industry is an advantage
- Bachelor's Degree in Marketing, Communications or similar preferred

**AS A QUALIFYING CANDIDATE YOU MUST BE INTERESTED IN:**

- Being flexible and making an impact on a rapidly growing global business
- Love the idea of storytelling and developing creative content
- Enjoy making personal connections and understand what makes people tick
- Willingness to be flexible in your work hours to accommodate our European team.
- Understand how to build and carry a brand
- Working as a team member but isn't afraid to take charge
- Staying organized, managing project workload and communicating effectively
- Being passionate about your role, have fun, work hard and be anxious to succeed!

**OUR INTERNAL PLATFORMS & TECHNOLOGY:**

- **Social Platforms:** Instagram, Facebook, LinkedIn, Twitter,
- **Business Applications:** Sprout Social, Asana, Microsoft Office 365, Wordpress
- **CRM/Email:** Salesforce & Pardot
- **Creative:** Adobe Creative Suite

**A LITTLE MORE ABOUT US:**

Voted "PPAI's Best Places to Work" in 2017, '18 and '19—we are Goldstar and are looking for a Social Media & Content Manager to join our 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.