

Marketing Manager – Promotional Product Industry

Company Overview:

We are a privately held, established, and reputable company that is experiencing significant growth. Under 3 divisions, we are committed to bringing quality packaging products to multiple industries.

Take ownership of Promotional and Retail divisions by supporting the cross divisional teams with marketing collateral, email marketing campaigns, product database maintenance, and website and pricing updates. Collaborate with other departments and lead initiatives to grow and expand our relationships and offerings.

The ideal person is easy to get along with, has a can-do attitude, and is extremely organized and meticulous. This position requires working with all departments (sales, management, production, purchasing, customer service) so it's important that this person get along with all personality types and maintains a positive, goal-oriented attitude under stress.

The ideal candidate:

Has 5+ years marketing experience

Has Promotional Products Experience and Ad Specialty

Is an Expert in Excel

Excellent communication skills

Familiarity with WebJaguar

Exceptional writer and communicator

Strong relationship management skills

Solution oriented teamwork and problem-solving skills

Has printing knowledge and experience

Essential Duties:

Monthly invoice reconciliation

Create email marketing campaigns

Direct creation of marketing art, and edit/create yourself as needed.

Maintain current product spreadsheets with immense detail to include print area, notes, keywords, descriptions, and pricing structures.

Reach out to and maintain relationships with national account promotional companies, their activities, and regularly market to their databases.

Track KPIs and establish new metrics

Develop targeted cross platform campaigns

Collaborate and work independently to create targeted campaigns to target in-house accounts, and national accounts.

Keep up with daily updates to websites, including product information, pricing, banner creation, etc

Represent and communicate to cross functional groups including sales teams, management, purchasing, etc.

Source new products based upon information gathered internally and from competitor research

Create self-directed project management goals

Quarterly updates to catalogs and catalog design creation (InDesign)

This position will be located at our Brea, CA office.

Full-Time

Pay: \$64,000-70,000

Benefits:

401(k) with matching

Health Insurance

Paid Time Off

Maternity and Paternity Leave

Personal and Sick Time

Referral Program

Software Familiarity:

Adobe Creative Suite

Microsoft Office

Slack

Trello