

Brand Marketing Specialist

Speedball Art Products is currently seeking a Brand Marketing Specialist to provide superior interaction with the brand across its print and digital platforms. This is a newly developed and key position within Speedball's Brand/Creative Marketing team, as the Company looks to dedicate more strategic focus on this highly important and influential channel.

The Brand Marketing Specialist will be responsible for the following:

- Create, curate, and manage all published content (images, video and written) for Speedball's various social media accounts to maximize engagement and acquire new followers while maintaining artist-led/-represented positioning.
- Monitor and respond to user inquiries across all digital accounts quickly and in a voice and manner consistent with the Company's current messaging and core values.
- Design, create and manage promotions and Social ad campaigns
- Compile reports for Management showing results.
- Identify and actively report on threats and opportunities in user-generated content surrounding the company.
- Provide support in development of all planning functions related to quarterly photo/video shoots; attend all shoots to facilitate effective asset creation.
- Collaborates with the Creative Director to review creative briefs to ensure they include the "production elements" needed.
- Performs production audits associated with new and revised art projects. Partners with the Creative Director on projects to ensure all text, graphics and legal communication on packaging is correct prior to going to print. Audits packaging which has already gone to press as last stop in the process and communicates results to marketing teams and requests their review on product-specific issues if they arise.
- Analyze asset library to validate accuracy and identify gaps.
- Develop and maintain translation database for all product lines/SKUs flagged for international distribution.
- Apply creative layouts to execute multiple deliverables at appropriate scale and scope.
- Collaborates with Product Marketing and appropriate Operations teams to maintain effective routing of all creative deliverables.
- Maintain Company website to ensure accuracy, incite interest to drive results around new product launches/updates, and create/maintain Professional Artist Network artist features as new relationships are established and/or new assets become available.

Qualifications and Experience

- Minimum 2-3 years customer service and/or social media experience required
- Extensive working knowledge of Mac platform Adobe Creative Cloud, specifically Illustrator, In Design and Photoshop.
- Possesses knowledge and understanding of social media platforms and their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest etc.) with willingness to participate in continuing education to improve sector- and/or audience-specific programming
- Possesses knowledge and experience in the tenets of traditional marketing; 1-2 years previous marketing experience outside of social media preferred
- Possesses willingness and ability to learn nuances and intricacies specific to Company's industry, diverse audience and robust product offering
- Maintains excellent writing and language skills with proven ability to customize voice to suit target audience
- Practices superior time management
- Possesses functional knowledge of WordPress
- Must have strong desire to learn new design techniques and stay on top of new technologies in print and graphic design software
- Able to organize and prepare images for both print and web
- Able to process images and graphics for medium required
- Demonstrates winning Social Customer Service techniques such as empathy, patience, advocacy and conflict resolution
- Possesses great ability to identify potential negative situations and apply conflict resolution principles to mitigate issues
- Preference awarded to candidates with previous work experience in art/craft materials industries and/or those with backgrounds in the fine arts
- Degree in Business, Marketing or related field preferred

Company Overview

Speedball Art Products Company is a leader in the art industry, marketing, manufacturing, and distributing high quality art supplies to artists, educators, students, and crafters throughout the world. The Speedball pen nib has been around since 1899, and Speedball has been an independent art supply company since 1997. Speedball is a lean, entrepreneurial enterprise that has been growing consistently and plans to continue to do so. Speedball invests heavily into its human resources and believes that its success is dependent upon the quality and passion of its people and their ability to work effectively together as a team. We service national chains like Michael's, Hobby Lobby, Staples, ship to over (60) countries and source materials around the globe.