

Associate Product Marketing Manager

Speedball Art Products is currently seeking an Associate Product Manager to execute on a wide array of product management activities focused on driving growth for Speedball Art Products. This key position will support the Product Marketing team through day-to-day analytics, business maintenance, as well as long-term strategic development working cross-functionally with various teams such as sourcing, customer service, sales, R&D, shipping, and production.

The Associate Product Manager will be responsible for the following:

- Execution of product category reports. Data culled, formatted, and compiled in a presentation form. Further analysis to include customer and product trends and identification of business performance drivers for assigned categories.
- Support e-commerce/DTC initiative including competitive reviews for Amazon listings and analysis of online-only product opportunities.
- Support new product development initiatives, including market benchmarking, consumer research, financial modeling (including pricing and cost development), new item set-up, launch files, image requests and commercialization materials.
- Contribute to annual planning process, including competitive benchmarking, pricing analysis, and budgeting.
- Aid in the implementation of marketing creative projects including completion of creative artwork briefs, sample/sales shipments, point of sale element implementation, and assistance with the development of digital and selling materials.
- Inventory management – work cross functionally to provide data and recommendation for evaluation of finished goods or work-in-process inventory.
- Assist Trade Marketing in inventory counts, inventory labeling, sample orders and order management for international accounts.
- Product Analysis – assess individual SKU or portfolio need/change when product requires evaluation, such as outdated artwork, production constraint, quality issue, consumer complaint, etc. and provide analysis and conclusion/recommendation.
- Assist Brand Marketing in trade show content, social media activity, demo artist, and other brand programming. Attend various trade shows if applicable.
- Assist Trade Marketing to analyze product assortments and facilitate marketing content updates and changes.

Key Qualifications

- Four-year college degree
- 2-5 years of product marketing and/or general management work experience. Packaged goods and/or arts & crafts industry experience a plus.
- Demonstrated ability to work with data to identify trends or key points of reference, draw conclusions, and make recommendations rooted both in the data as well as sound judgment.
- Excellent people skills – this role will interact with all functions of Speedball as well as suppliers and Sales team. The ability to work cross-functionally within an organization.
- Demonstrated abilities of resourcefulness, flexibility, initiative, teamwork, and a strong work ethic are required.
- Comfort dealing with ambiguity in a fast-paced entrepreneurial/manufacturing environment and making decisions.
- Demonstrated ability to manage multiple projects and stakeholders.
- Willing and able to travel 5-10% of the time (currently not applicable due to the pandemic)
- Ability to work in Statesville, NC.