

## Marketing Coordinator

Speedball Art Products is currently seeking a Marketing Coordinator to provide superior interaction with the brand across while facilitating key facets of packaging and product development. This is a newly developed and key position supporting Speedball's Brand and Product Marketing teams, as the Company looks to dedicate more strategic focus to both highly important and influential channels.

The Marketing Coordinator will be responsible for the following:

- Identify new artist and organizational collaborative opportunities and coordinate all support efforts to maintain an active and productive role in the various communities which Speedball serves.
- Monitor and respond to user inquiries across all assigned digital accounts quickly and in a voice and manner consistent with the Company's current messaging and core values.
- Facilitate product-specific and promotional campaigns across social platforms under the guidance of Speedball's Digital Marketing Manager.
- Compile reports for Speedball's social media accounts and Product teams highlighting results on monthly basis.
- 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.
- Collaborate with the Director of Brand Marketing & Creative Director to review creative briefs and ensure all include the "production elements" needed. Serve as project management lead for all interdepartmental projects to maintain workflow and ensure on-time delivery.
- Perform production audits associated with new and revised art projects.
- Initiate all proofing to ensure all text, graphics and legal communication on packaging/collateral is correct prior to going to print. Collaborate with Product Marketing and appropriate Operations teams to maintain effective routing of all creative deliverables.
- Analyze asset library to validate accuracy and identify gaps.
- Develop and maintain translation database for all product lines/SKUs flagged for international distribution.
- Develop supporting documentation/communication for new products and/or product changes to effectively support Trade channel.
- Work with Digital Marketing Manager to 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.

- Create all supporting projects materials for range of community-based activities, in-person activations and customer visits to showcase potential offered by prioritized product offerings.
- Develop original instructional and aspirational content for DIY-centered platforms (e.g., Pinterest, Company site, etc.,) specific to Speedball Screen and Block Printing offerings with frequency of at least 1x per quarter.
- Serve as expert for best practices on Pinterest and seek out additional partnership opportunities to enhance presence for Company on platform
- Provide executional support to Director of Brand Marketing in coordination of all tradeshow activations including booth ordering, travel and accommodation coordination and artist outreach/scheduling.
- Facilitate processing of all Glaze Rebate coupons and serve as primary point of contact with consumer base for redemption.
- Execute all special projects and programming ranging from customer-specific/in-store collateral development, color charts, exhibitions, etc.,

## **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.
- Intermediate to expert proficiency in Microsoft Office Suite.
- 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.