

Sales and Trade Marketing Manager

Position Overview

Speedball is seeking a Sales & Trade Marketing Manager who will play a key role in nurturing and growing our existing customer relationships across channels. This role is focused on strong account stewardship, consistent execution, and thoughtful trade support to drive profitable, sustainable growth. Reporting to the President, this position works closely with Marketing, Operations, and Distribution to ensure customers are well-supported and programs are executed with care and follow-through.

Speedball is a growing and increasingly diversified company, and the retail landscape continues to evolve. We are looking for someone who enjoys working closely with customers, understands their needs, and takes pride in being responsive, organized, and reliable. The ideal candidate is energized by building long-term relationships, managing details, and being a steady, trusted point of contact for both customers and internal teams.

This is a hands-on role for someone who values service, ownership, and collaboration, and who wants their work to make a visible difference every day.

Responsibilities

Key Account Management

- Manage and grow a portfolio of assigned national and house accounts, with a primary focus on strengthening existing relationships.
- Serve as the primary point of contact for assigned customers for sales, trade, and non-standard service needs.
- Ensure consistent communication of pricing updates, promotions, product changes, and new product announcements.
- Support new product placement and periodically review assortments to ensure alignment with customer needs and performance.
- Identify opportunities to improve distribution, assortment, and reorder activity within existing accounts.

Trade Marketing and Customer Support

- Support customer-focused marketing efforts, including sell sheets, product information, samples, and other sales tools.
- Lead customer-specific marketing initiatives and promotions in collaboration with Marketing and Product teams.
- Coordinate merchandising efforts, including assortment and display recommendations where appropriate.
- Support customer events such as distributor shows, meetings, demonstrations, and presentations.

- Communicate and execute national and customer-specific programs with attention to detail and follow-through.
- Manage relationships with independent retailer house accounts, providing consistent outreach and support.
- Support and help cultivate select international account relationships.
- Collaborate with Customer Service, Logistics, and other internal teams to help resolve service, pricing, or quality issues.

Who You Are

- A relationship-oriented sales professional who takes pride in being dependable, responsive, and detail-oriented.
- Comfortable working hands-on with customers, data, and internal teams.
- Practical, thoughtful, and service-minded toward both external customers and internal partners.
- Motivated by ownership, consistency, and the opportunity to make a meaningful contribution.
- Someone who values trust, accountability, and doing quality work without unnecessary layers or bureaucracy.
- The successful candidate will have a passion for winning and driving for results, while upholding Speedball's core values in the process.

Qualifications

- Four-year college degree preferred.
- 5+ years of experience in sales, trade marketing, or account management.
- Experience working with consumer products and retail customers, fine arts or craft experience desirable.
- Strong organizational skills and attention to detail.
- Comfort analyzing sales data and preparing reports.
- Collaborative working style with the ability to manage multiple priorities.
- Strong written and verbal communication skills.
- Ability to balance strategic thinking and execution.
- Location: Statesville, NC. Up to 25% Travel. Relocation assistance available for the right candidate.

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 invests heavily into its human resources. We believe that success is dependent upon the quality and passion of our people and their ability to work effectively together as a team. We service national chains like Michael's, Hobby Lobby, Office Depot, ship to over (60) countries and source materials around the globe. Our ink and paint formulations support a wide range of creative disciplines, including screen printing, block printing, calligraphy, and ceramics. (See www.speedballart.com to learn more)