

## **Assistant Product Manager (APM) – Job Summary**

This is a key position responsible for a wide array of activities that will help drive growth for Speedball Art Products. This role will support the Director of Product and Product Marketing Manager in day-to-day analytics, business maintenance, as well as long-term strategic development to help reach Speedball's marketing goals and objectives. The APM will work cross-functionally on product management with various teams such as Sourcing, Customer Service, R&D and Shipping as well as partner with Sales & Trade Marketing and Brand Marketing on key sales and marketing initiatives.

### **Responsibilities**

The APM will assist the Director of Product and Product Marketing Manager with key initiatives such as:

- Support new product development initiatives, including market benchmarking, consumer research, financial modeling (including pricing and cost development), new item set-up and commercialization materials.
- Contribute to annual planning process, including competitive benchmarking, pricing analysis, and budgeting.
- Aid in the implementation of marketing creative projects including standard artwork briefs, sample/sales shipments, point of sale element implementation, and assistance with the development of digital and selling materials.
- Support e-commerce/DTC initiative including competitive reviews for Amazon listings, analysis of online-only product opportunities and assist in ad hoc project management.
- Conduct ongoing weights and measures validation to improve data integrity for all finished goods, with priority given to new products and/or those gaining placement at key Craft/International retail & distribution partners.
- Assist with ongoing maintenance activities such as SKU rationalization, catalog updates, artwork refreshes, and assortment creation/retrofitting.
- Support new product development pipeline through variety of projects including product testing, consumer feedback collection and presentation, and creation of key support documentation like sell sheets, launch files and buy cards for assigned categories.
- Develop range of finished projects for key in-person activations, social media/website, customer presentations and/or company events.
- Assist Brand Marketing team in trade show content and programming. Attend various trade shows.
- Work with Trade Marketing and Sales teams to analyze product assortments and facilitate marketing content updates and changes.

### **Key Qualifications**

- Four-year college degree preferred
- 3-5 years of 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 interpersonal skills – this role will interact with nearly all functions of Speedball as well as suppliers and Sales team. The ability to work cross-functionally within an organization.
- Demonstrated abilities of curiosity, 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.
- Ability to work in Statesville, NC without relocation assistance.

## **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.

## **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. Visit [SpeedballArt.com](http://SpeedballArt.com) to learn more.