



MARKETING SPECIALIST | PRODUCT DEVELOPER

Job Description:

ScreenBroidery's Marketing Specialist Product Developer works with the Marketing & Sales team to develop clever and exciting custom product solutions to meet the needs of customers' projects and to match products to internal marketing campaigns. The position will also stay aware of "all things products" including interesting new products being released in the promotional products industry, what competitors are doing, and what the needs of ScreenBroidery's target market are.

The Marketing Specialist is the central point of contact for Sales when it comes to finding and developing products that fit and fill real life solutions. They will work closely with the Marketing Team, Designers, & Sales team to conceptualize and bring to life ideas. They are the product run point and are responsible for ensuring the timely delivery and success of each project. They will also analyze and report on the success of these promotions.

This is an exciting role where the Marketing Specialist Product Developer works on developing branded merchandise for companies to use for their marketing campaigns. We often work with start-ups to Fortune 50 companies to help them express cultural and brand messaging.

Primary Responsibilities:

- Work with the design & marketing team to develop campaigns to promote products.
- Select products to be included in marketing campaigns such as outreach kits, email blasts, samples, showroom material, catalogs, and web stores.
- Craft social media messaging/campaigns promoting product, product uses cases, and highlights.
- Run point on product marketing campaigns ensure product needs are launched timely & at agency level standard.
- Work with Sales Reps to develop product offerings that meet the needs of their customer's projects
- Support Marketing and Sales with proactive and reactive product marketing
- Assist with eCommerce Biannual & Quarterly Product Refreshes
- Assist with Event Marketing merchandising product needs



- Work with suppliers and supplier reps on new product offerings, printing techniques, and other relevant product information to share with sales reps and customers.
- Other marketing duties as needed

Skills/Qualifications:

- Know promotional product marketing
- Good understanding of printing processes & capabilities
- Ability to understand companies' brand principles and guidelines & match up appropriate products.
- Ability to understand target audience, goals, and objectives and match up products
- Great attention to details & upholding standards
- Ability to manage multiple projects and hit deadlines with deliverables
- Adobe Acrobat knowledge is a plus
- Ability to see missed opportunities & offer new ideas

Reports To: Creative Director

Benefits:

- 14 personal days off are available following a 90-day trial period (personal days are not tied to compensation and do not roll over into future years)
- Eligible to join the company's health insurance program
- 3% match of salary contribution into the company's Simple IRA program
- A performance review will be conducted for the first 30, 60, and 90 days and quarterly from then on out. Annual reviews, expectations, and goals will be conducted in January of each year

About ScreenBroidery:

ScreenBroidery is an award winning creative merchandise agency. Specializing in apparel and promotional marketing products we add value through our product development teams, eCommerce analytics, and fulfillment programs. We believe that knowledge matters, that quality matters, that people matter, and that marketing matters.

Founded in 2008, ScreenBroidery has grown to be a multi-million-dollar organization partnering with all types of clients (large and small) across the country. Within 14 years of success,



ScreenBroidery has been named Indianapolis Business Journal's Top 25 Fast growing companies, Counselor Magazine's fastest growing company, and one of the best places to work in the industry. As we continue to evolve and grow, we invest in new technologies and people to best fulfill our mission of bettering our customers, bettering ourselves, and bettering the world.

Find out more at www.screenbroidery.com