

Promotional Marketing Manager

Location: Pleasanton, CA

WE ARE a high-caliber, rapidly growing company in the **Promotional Products Industry** that thrives on being different and innovative. While not blood relatives, we are a tight-knit family of quirky, weird, lovable, ass-kicking individuals who love what we do. We work hard, play harder and strive for excellence at anything we do. We are Origaudio.

YOU ARE smart, resourceful, driven to succeed, and thrive in a fast-paced environment. You're not afraid of trying new things or rolling up your sleeves and getting your hands dirty. You embrace technology, keep an open mind, and aim to learn something new every day. You want to be an integral part of a team who makes an impact and drives your company forward.

Position Mantra: "I speak Origaudio"

Superpowers: Disruptive thinker, creative mastermind, champion plate spinner

The Promotional Marketing Manager will need to be our ultimate brand ambassador and breathe Origaudio into every word and every pixel that goes out into the world about our awesome company and promotional products. They will be responsible for the development, planning, and implementation of our promotional and marketing strategies, under the guidance of our CEO. This includes all aspects of promotional planning, social media, and marketing programs that support strategic business objectives for the company.

General

- In collaboration with the CEO, develop comprehensive annual marketing programs for the Promotional Products Industry, while providing support in the creation of long-term marketing strategies for the brand
- Manage and oversee activities of the Marketing Team
- Communicate promotion strategies internally, as well as to external field reps and customers, via programs that inform the organization of key promotions, internal partnerships, and selling strategies that will maximize the brand's exposure and profitability
- In collaboration with the Creative Director, develop and implement the Origaudio Brand Book, ensuring all collateral is compliant with our brand vision and narrative
- Manage promotional email campaigns, creation of marketing collateral, and industry specific communications
- Be the social media voice for the brand by running our Promotional Facebook, Instagram, Twitter, etc. and other industry specific social media platforms
- Meet promotional revenue targets, as dictated in the OKRs
- Interact with our top customers, building marketing platforms and a creative calendar tailored to their needs
- Analyze trends in the market and create company strategy around them

- Oversee ongoing creative development of our websites and work with our designers to ensure their success
- Coordinate and execute all tradeshows/events for the brand, in collaboration with our management team
- Support our inhouse West Coast Sales Managers with their business development activities
- Create & launch the Distributor Sample Library, including procedures for usage and integration with our inventory and website
- Conduct weekly meetings with Marketing Team with recorded minutes, ensuring conclusion of all action items
- Conduct collaborative bi-monthly meetings with Marketing Team and Account Manager Team to discuss promotional campaigns, with recorded minutes and ensure conclusion of all action items
- Produce quarterly OKR's for company quarterly performance meetings with KPI's in place for marketing team
- Ensure all training (and cross-training) needs are met for all Marketing staff

Requirements

- **Experience within the Promotional Products Industry is desired**
- An exceptional level of organization is a must. Need to be able to multi-task with minimal errors
- A 'can-do' attitude with a strong team player ethic is essential
- Strong problem-solving skills and a personal sense of responsibility
- Must pay very close attention to details
- Must be able to wear multiple hats and go with the flow
- Very very (did we mention very?) strong sense of creativity is imperative to be successful in the position
- Work at warp speed under pressure and strict timelines, a sense of humor will help here
- Conduct all activities in accordance with high ethical standards, high energy, outgoing personality/friendly and professional attitude
- Committed to quality service to customers and fellow employees, with professional oral, listening and written communication skills, and capable of preserving confidential or sensitive information
- Most importantly: Must be a self-starter, cannot sit around and wait for things to happen

Education:

- College Degree from an accredited college or university, preferably in Marketing and/or Communications

Experience:

- A minimum of 5-years of experience in Marketing
- Experience in the Promo World would be very advantageous

Computer Skills:

- High proficiency with Microsoft Office (Word, PowerPoint, Excel, Outlook), Windows OS, Adobe Illustrator/PhotoShop (preferred but not required).