

This role is a hybrid role whose ideal candidate is both creative & analytical with a keen eye for detail. Our Sales Support & Production Coordinator will develop creative product-based solutions for client needs, constantly evolving their knowledge of products, design techniques, and positioning. A key component of this job will be innovating at the solution stage and building creative product presentations. An element of this role will include seeing selected ideas through the branded merchandise production cycle, with the possibility for that function of the job to increase over time. In this role, you will provide support to sales, marketing, design, production, and finance team members. In this role you will be responsible for:

- Gaining a deep understanding of promotional products, decoration techniques, & product application for client needs.
- Continued development of product knowledge & support of team's knowledge – becoming the "product expert" on the team & serving in that advisory role.
- Understanding the full marketing mix to help assist clients with fitting branded merchandise in to the mix properly.
- Staying current on consumer trends especially in fashion, retail, and design.
- Creation of creative product presentation within commonsku.
- Building supplier relationships & attending supplier meetings (mostly virtual, some could require travel).
- Supporting the Sales & Production teams as needed.
- Serving as a secondary production coordinator, moving a project from ideation through invoicing. Includes supply chain management, product creation management, quote & invoice development, pricing, and virtual product mockup development. This function of the role may increase over time.
- Assisting with fulfillment projects as needed.
- Content creation for web, social media, email marketing
- Management of ad campaigns
- Understanding & identifying ideal prospective clients
- Outreach & communication with ideal & prospective clients
- Working within CRM system (Hubspot)
- Administrative tasks as needed
- Other job duties may be assigned.

### About You:

You should be a creative & highly organized professional who loves the thrill of seeing a client succeed, and loves being a part of the team that made that happen. You should be equipped with strong problem-solving skills, have amazing time management skills, always operate with a sense of urgency, and be deadline-motivated. You love collaborating, and give and take feedback easily. You should have a high level of comfort with new technology and with talking to people. Above all, you should be capable of performing at a high level in an ever-evolving environment.

### Requirements

- Creativity
- An out of the box solutions-oriented mindset
- Understanding of & appreciation for design
- Strong verbal & written communication skills
- Continuous learning
- Extreme attention to detail
- Positive approach when dealing with adversity
- Strong analytical skills
- Problem-solving skills
- Math skills
- Excellent time management skills
- Ability to prioritize tasks
- Ability to function in a fast-paced, deadline-driven environment
- Willingness to adapt as the role & company grows

### About Williams Advertising

Williams Advertising is a full-service marketing agency. Branded by Williams Advertising is our dedicated branded merchandise division. This role will support our Branded division. Our capabilities include promotional products and merchandise, printing, apparel, online stores, gifts, loyalty programs, incentives, packaging, and custom items.