



New Product Specialist

Every Child an Author

Join the Studenttreasures team, the leading publisher of student-authored work. We're proud to have helped over 15 Million students (and counting!) become published authors. We're looking to add a New Product Specialist to our team to help strengthen our product portfolio, support new product innovation and testing efforts, along with drive strategic initiatives across the business.

We have aggressive goals and a strong commitment to win. If you're a self-starter and thrive in an environment where your ideas and efforts can make a big impact, we'd love to meet with you!

Position Responsibilities:

- Develop innovative new product and service solutions that will deliver tremendous value to our customers.
- Strengthen and diversify the Studenttreasures product portfolio to help position the brand for aggressive growth.
- Support implementation of our product strategy and execute corresponding tactics across all channels.
- Participate in weekly product-marketing-technology meetings to ensure alignment of product strategy.

New Product Development

- Assess market trends, customer needs and competitive data and apply key insights to help strengthen Studenttreasures product and service solutions.
- Facilitate new product ideation, testing strategies and execution plans.
- Stay curious: keep a pulse on new trends, customer preferences and product performance and be quick to implement new ideas as they emerge.
- Serve as lead for product design. Own creative brief creation and deliverable alignment for new products.
- Own product blueprint documentation and communication with technology and marketing teams.

Studenttreasures.com

Studenttreasures, LLC, 1345 SW 42nd Street, Topeka, KS 66609, p. 800.867.2292 f. 800.862.2297



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Online Strategy & Execution

- Support online content strategy and execution for our portfolio of brands. Manage product images, product descriptions and overall site content.
- Align with marketing agency to support onsite optimization efforts to improve domain authority, link building, SEO, and product review generation.
- Support ecommerce reporting and analytics.
- Lead landing page and conversion funnel onsite testing efforts with A/B testing software.

Campaign Management & Execution

- Manage campaign calendar and promotional strategy across the product portfolio.
- Support Social Media profiles – Facebook, Pinterest, Instagram – for portfolio of brands, focusing on increasing awareness, engagement and conversion.
- Align with Marketing Social Coordinator to stay up to date with changes to all social platforms ensuring maximum effectiveness and maintain channel best practices.
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics.
- Establish and implement marketing automation campaigns to drive product awareness, engagement and conversion.
- Collaborate with Marketing to identify and execute cross-promotions with Studenttreasures brand.
- Adaptability to take on new responsibilities & tasks as needed.

Required Skills:

- A bachelor's degree in marketing, communications or other business-related field.
- Highly organized, with strong time and project management skills. Proven successful at managing multiple priorities.
- A self-starter, with the ability to thrive in a fast-paced, dynamic environment and able to independently move projects forward and prioritize tasks to meet deadlines.

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- Excellent written and verbal communication skills.
- Excels at creative and product strategy.
- Strong analytical skills to efficiently assess and communicate metrics and impact of marketing initiatives.

Preferred Skills

- 1-3 years of experience in a marketing or product strategy.
- Demonstrated ability to develop and implement new product strategies.
- Experience with Wordpress and/or Shopify.
- Competency with Google Analytics.

Benefits

- Health Insurance (Medical, Dental, Vision)
- Medical and Dental Insurance Reimbursement
- Paid Time Off (PTO)
- Life Insurance
- Short and Long-term Disability
- Flexible Spending plans (FSAs)
- 401K plan with company match
- 8 Paid Company Holidays
- Fitness Reimbursement
- Childcare Reimbursement

This opening has been posted in our Topeka office along with in the MPLS market (to be completed 100% remotely for the right candidate). To apply, please email your resume to kvann@studenttreasures.com.

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