

BLACKWING

FULL-TIME JOB OPENING SALES AND MARKETING COORDINATOR

Blackwing is hiring a full-time Sales & Marketing Coordinator for its family of lifestyle brands. This position reports directly to the General Manager while working closely with all members of a growing team dedicated to building an iconic brand.

Key Responsibilities:

- Play a lead role in executing content and social media strategies.
- Help develop and execute email marketing campaigns.
- Lead public relations efforts to build exposure for Blackwing.
- Develop, schedule and execute consumer-driven promotions.
- Coordinate and manage an ongoing content and promotional calendar.
- Work with Brand Manager and others to build online network of followers and brand ambassadors.
- Plan and execute new product announcements.

Desired Skills and Qualifications:

- Positive attitude and willingness to learn
- Completion of a degree at an accredited college or university
- Excellent writing skills

Details and Benefits:

- Full-time salaried position in a fun working environment that fosters creative thinking
- Platinum healthcare package (medical, vision and dental)
- 401k program with employer match
- Flexible time off policy
- Paid skill training

To apply, send resume and portfolio to Careers@Blackwing602.com

BLACKWING

WHO IS BLACKWING?

Blackwing pencils were favored by award-winning creators throughout the 20th century. Despite a cult following, Blackwing pencils fell victim to a cost cutting culture in the 1990s and were discontinued. That didn't stop devotees from paying as much as \$40 per pencil to seize unused stock. In 2010, Stockton company Cal Cedar drew from nearly a century of experience to bring Blackwing pencils back for a new generation of writers, artists, and others seeking a more natural existence.



Blackwing has been featured by the Wall Street Journal, the New Yorker, Vogue Magazine, to name a few. They can be found at over 1,000 stores worldwide, including bookstores, hardware stores and lifestyle shops.

VOGUE

THE WALL STREET JOURNAL
WSJ

THE
NEW YORKER

GEAR PATROL

WHO ARE WE LOOKING FOR?

We are looking for **Ambitious, resourceful** and **creative** professionals who want to help build something great.

For more information, please email to Careers@Blackwing602.com.

blackwing602.com | @Blackwing on Instagram