



Marketing Coordinator-Graphic Design Job Description

Purpose

Assists the Marketing Manager in communicating the mission, values, brand, and products of the co-op to owners, the public, and co-op staff. Designs and produces graphic materials in a variety of media types to support the co-op's merchandising, marketing, and educational efforts.

Status

- Reports To: Marketing Manager
- FLSA Status: Non-exempt; Pay Level 5

Essential Responsibilities and Functions

Excellence in customer service is our primary goal. No other task should ever come before serving our customers.

Customer Service

- Offer consistent, fair and respectful customer interactions (both internal and external customers).
- Ensure a high standard of customer service store-wide according to established customer service vision and expectations.
- Provide product information and educational materials to customers and staff.
- Ensure quick response to customer questions and concerns.
- Understand and communicate about cooperatives and the particulars of ownership to shoppers and staff alike.
- Work to advance the mission of the Viroqua Food Co+op through outstanding service to everyone we touch every day.

Department Responsibilities

- Generate clear ideas and concepts and design creative assets from beginning to end.
- Coordinate with internal departments, managers, and teams during the design concept phase.
- Produce consistent, high-quality work that is free of errors.
- Develop the design and overall layout for digital and print – including print ads, in-store signage, email campaigns, social media, digital banner ads, and other channels.
- Create designs that are responsive and optimized for various devices and screen sizes.
- Work with the marketing team to refresh and further develop the VFC brand guidelines.
- Develop and maintain a consistent visual brand identity across all channels.
- Stay up to date on design trends and innovations to ensure the brand remains relevant and competitive.
- Work with printers and other outside vendors to plan for print production, in addition to preparing print-ready files.
- Collaborate within a team environment on project assignments and workload balance.
- Maintain co-op website.
- Assist with media relations, promotional events and marketing activities as needed.
- Other marketing duties as assigned.

Other Responsibilities

- Participate in periodic department meetings.
- Perform other duties as assigned by Marketing Manager.

Physical Job Requirements

The physical requirements described here are those that an employee must meet, with or without reasonable accommodation, to successfully perform the essential functions of this job.

- Ability to lift and carry up to 30 pounds frequently.
- Ability to be present in assigned work area for up to 3 hours without rest.
- Ability to bend, stoop, squat, kneel, climb stairs or ladder.
- Ability to reach above shoulder height occasionally.
- Ability to talk and hear to communicate with customers.
- Finger and hand dexterity with ability to grasp and hold items of different sizes.
- Vision ability – close, distance, peripheral vision and depth perception.

Working Conditions

The work environment described here is representative of the conditions an employee may encounter while performing the essential functions of this job.

- Frequent exposure to cold, hot, wet or humid conditions.
- Exposure to fumes, airborne particles, hazardous materials ranging from natural to chemical (store products, cleaning products, scents from working in a public setting).
- Exposure to and potential handling of fresh foods including meats and seafood.
- Handling objects that have been handled by the public.
- Frequently performs work standing on cement floors at the cash register.
- May work occasionally in temperature extremes (walk-in freezer, outside warehouse, hot kitchen, etc.).
- Noise level in the store is usually moderate to loud.

Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the job.

Qualifications

To perform this job successfully, an individual must be able to perform each essential function satisfactorily, with or without reasonable accommodation. The requirements listed below are representative of the knowledge, skill and/or ability required.

- Creativity and innovative design skills.
- Exceptional accuracy and attention to detail.
- The drive to continue to learn and evolve.
- Excellent time-management skills with the ability to prioritize and manage multiple projects or tasks and meet deadlines.
- Associate or bachelor's degree or higher in graphic design, art, or related field or a minimum of one years' experience in graphic design.
- Proficiency in the Adobe Creative Suite – specifically Photoshop, InDesign, and Illustrator.
- Photography experience and proficiency with photo editing preferred.
- Portfolio of work with a wide range of creative projects.
- Flexible schedule, able to work occasional evenings and weekends.