

Job Title: Digital Marketing Coordinator / Graphic Designer

Reports To: Director of Marketing & Business Development

Date Written: March 6, 2020

Primary Purpose: The Digital Marketing Coordinator works within the Marketing team and is responsible for creating print media, digital media, presentations, motion graphics, advertisements, logos/branding for the Sales, Marketing, Training and Events needs of the organization. They will also design and create successful e-mail campaigns using our mass e-mail provider, help run companies social media accounts and perform basic web maintenance. This position involves some database management as well. Ideal candidates will feel very comfortable working within the Adobe Creative Suite and Microsoft office as part of a collaborative team, able to multi-task different projects and is detail oriented.

Expected Attributes of Employees:

- Positive attitude with a high level of accountability, personal drive, ambition, integrity.
- Competent in communicating and building relationships directly and openly throughout the organization, strong verbal and written communication skills.
- High level of problem solving, troubleshooting, and multi-task/project management skills.
- Passion for continuous improvement in all aspects of the position and a personal drive toward positive results
- Team-oriented customer-centered spirit with a passion to learn in a fast-paced, goal/deadline-driven atmosphere
- Capability to manage complex projects from beginning to end, successfully balance multiple projects and ensure timely and successful project completion.

Qualifications:

- Bachelor's degree in graphic design or related field
- At least three years of proven experience contributing graphic content to marketing campaigns. (Portfolio with work experience examples required.)
- Knowledge of HTML and related web programming languages and video editing software is a plus
- Travel expectation: Minimal, but flexibility needed to occasionally travel to industry trade shows and events.
- Proficient in Adobe Creative Studio, Excel, Microsoft Office, Internet, etc.
- Experience in social media marketing / content, graphic design and writing.

Primary Duties & Responsibilities:

- Work with Director of Marketing & Business Development to design and produce targeted print and digital advertisements.
- Produce graphics for website, social media and digital marketing e-mails.
- Creates engaging content for use across social media platforms. (Instagram, Twitter, Facebook, LinkedIn)
- Works with publications and processes advertising insertion orders, editorial articles and other promotional opportunities.
- Work with Director of Marketing & Business Development & Event Coordinator to develop successful e-mail campaigns for trainings, events and press releases.
- Willingness to perform basic edits and updates to company website, using WordPress.
- Create and update sales & marketing literature such as brochures, spec sheets, promos etc.
- Design tradeshow graphics, banners and other company signage.
- Work with product marketing team to produce product marketing content.
- Data entry and email database management and scheduling.
- Assist in tradeshow planning.

- Design, order and inventory print literature and promotional items.
- Develops design solutions to marketing problems, including logos, graphic images for displays, tradeshow signage, package design, direct mail, brochures, catalogs, etc.
- Assists with photo shoots.
- Develops design solutions for website initiatives, including logos, e-mail blasts, visual icons and banner ads.
- Researches new trends, technologies and resources.
- Brainstorms creative strategies with Marketing Team members then manages and completes assigned projects effectively and within deadlines. Communicates regularly regarding project status, obstacles, delays, etc.
- Completes other duties as assigned by supervisor.

Requirements include:

- Social Media Management
- Detail Oriented
- Eye for grammar, punctuation and spelling
- Ability to multi-task
- Relevant work experience at least 3 years
- Ability to meet and maintain deadlines

Helpful Skills (but not required):

- Web management
- Basic Video editing skills
- Experience with mass e-mail provider
- Google & Facebook analytics
- Basic Photography skills

Please e-mail resumes to LGrant@mutoh.com