

Graphic Design and Asset Coordinator**FLSA – Non-Exempt Status****Reports to the National Marketing Manager****Regularly Scheduled: Monday thru Friday, Start Time: 8:00 a.m. End Time: 4:30 p.m.**

JOB PURPOSE

The Graphic Design & Asset Coordinator is responsible for the creation and management of all physical and digital assets. The Graphic Designer works to consistently uphold established brand standards, maintain accuracy and consistency, and ensure that all collateral and files are properly maintained for common ease of access. This role will work closely with the Digital Marketing and Content Specialist and will report directly to the National Marketing Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice. Omission of specific statements regarding duties does not exclude them from the position if the work is similar, related, or logical to the position.

- Responsible for inventory management of physical collateral including print materials and logo items, i.e. placing orders, maintaining inventory levels, and distribution of materials to staff.
- Create and develop all print materials including catalogs, brochures, flyers, and advertisements in accordance with VAHLE corporate design.
- Create and develop all digital materials for web page design, email marketing, digital ads and social media initiative.
- Collaborate with Content Specialist to develop and create compelling and engaging collateral.
- Manage multiple projects while effectively overseeing timelines, quality, and expectations.
- Create and maintain a library of all design & digital assets.
- Convert written and/or verbal information into unique and varied creative designs.
- Collaborate with other departments to create required materials as needed.
- Be an advocate of exceptional design and ambassador for VAHLE corporate design.
- Conceptualize and explore new potential design directions.
- Verbally communicate design directions and ideas.

QUALIFICATIONS

Knowledge and Ability:

- A degree in Graphic Design/Art or relevant field from accredited university or 3+ years of related work experience; portfolio required
- Must have strong design principles and a solid understanding of typography.
- Experience in print production
- Must be able to meet deadlines and prioritize multiple projects
- Strong attention and focus to detail and quality

Training and Experience:

Technology

- Advanced Proficiency with Adobe Suite including InDesign, Photoshop, Acrobat and Illustrator
- Proficiency with Microsoft Office Suite
- Experience with Adobe AfterEffects and Premier preferred
- Experience with HTML editing and CSS (MODX preferred)

General

A degree and 2 years of experience in a graphic design related field is preferred; however, 1 year of experience in a graphic design related field may be substituted. Experience in print production preferred. Must have strong design principles and a solid understanding of typography. This position requires the use and understanding of the English language including speaking, spelling, content and structure, and general math functions. Requires working knowledge and proficiency with MS Outlook, Excel, Access, Word and PowerPoint programs. This position requires a valid driver's license and current passport.

WORK CONDITIONS

Physical and Mental Demands:

Most common: The physical and mental demands are representative of those that must be met to perform the essential functions of this position. The employee is regularly required to sit for long periods, stand, talk and hear both in person and by telephone, and use hands to operate, manipulate, handle, or feel office equipment, and reach with hands and arms. The employee is occasionally required to walk, climb, stoop or bend and lift up to 25 pounds. Occasional heavy lifting may be required in trade show environments. Specific vision abilities required by this job include close vision and the ability to adjust focus.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this position. The employee works under typical office conditions and the noise level is moderately quiet. Occasionally some travel may be expected, typical of 2 to 3 times per year. Travel length may be up to a week at a time. The employee must maintain a valid driver's license. Some time may be required to work outside the scope of normal business hours.

Send resume to: HR@vahleinc.com