

## **MARKETING COORDINATOR / GRAPHIC DESIGNER**

**Job Title:** Marketing Coordinator

**Reports To:** Senior Management

### **Job Description**

The Marketing Coordinator will be in charge of all aspects of marketing, designing, advertising and printing for SMP CANADA. They will also be responsible for creating booth designs for International Tradeshows and customized flyers, catalogs and brochures. Alongside designing, social media updates and website uploading will be a daily task to display the new developments SMP has to offer.

**Specific Skills:** Write and edit advertising copy, Conduct research, Proofread data, Compile and verify material for publication, Detect and mark compositional errors for correction, Assist in the preparation of material for publication, Graphic Design Skills, Layout Skills, Creative Services, Customer Focus, Creativity, Flexibility, Attention to Detail, Deadline-Oriented, Desktop Publishing Tools, Adobe Creative Suite CS5. Adobe Photo Shop, InDesign, Illustrator, Excel Competent in HTML, Java script/Flash, uploading/editing content on website. Creative graphic design, catalog creation.

### **Skills / Requirements / Duties**

- Reply to requests for information
- Detect and mark any grammatical or typographical errors for correction
- Ability to work under pressure and meet tight deadlines
- Must have: Attention to detail
- Ability to read text, document use, writing, oral communication, working with others, problem solving, decision making, critical thinking, job task planning and organizing, significant use of memory, finding information, computer use, continuous learning
- Interpreting the business' needs and developing a concept to suit the company's' purpose
- Estimating the time required to complete the work and completing tasks within frame allotted
- Developing design briefs by gathering information and data through research
- Thinking creatively to produce new ideas and concepts
- Using innovation to redefine a design brief within the constraints of cost and time
- Presenting finalized ideas and concepts to staff
- Working with a wide range of media, including photography and computer-aided design (CAD);
- Proofreading to produce accurate and high-quality work
- Contributing ideas and design artwork to the overall brief using a storyboard
- Demonstrating illustrative skills with rough sketches
- Working on layouts and art working pages ready for print

- Keeping ahead of emerging technologies in new media, particularly design programs such as QuarkXPress, FreeHand, Illustrator, Photoshop, 3ds Max, Acrobat, Director, Dreamweaver and Flash;
- Developing interactive design
- Working as part of a team with printers, copywriters, photographers, stylists, illustrators, other designers, account executives, web developers and marketing specialists
- Prepares work to be accomplished by gathering information and materials
- Plans concept by studying information and materials
- Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts
- Obtains approval of concept by submitting rough layout for approval from President
- Prepares finished copy and art by operating typesetting, printing, and similar equipment; Obtains Purchase Orders from Administration to purchase material/print from vendors
- Prepares final layout by marking and pasting up finished copy and art
- Ensures operation of equipment by completing preventive maintenance requirements; following manufacturer's instructions; troubleshooting malfunctions; calling for repairs; maintaining equipment inventories; evaluating new equipment
- Completes projects by coordinating with outside agencies, art services, printers, etc.
- Maintains technical knowledge by attending design workshops; reviewing professional publications; participating in professional societies
- Contributes to team effort by accomplishing related results as needed
- Attends meetings with all material, time and cost prepared