

CO-OP MARKET GROCERY & DELI GRAPHICS & MARKETING ASSISTANT

PURPOSE: To promote Owner, shopper and community involvement with Co-op Market and to help ensure that we communicate effectively about our Mission, Ends, and Values.

REPORTS TO: Marketing Manager.

FLSA STATUS: Non-Exempt

SUMMARY: The Graphics & Marketing Assistant will create comprehensive, clear, consistent, and visually appealing graphics and written materials for both print and digital media. The assistant will aid the Marketing Manager in ensuring that all store graphics meet good design principles and uphold brand standards.

REASONABLE ACCOMODATIONS: To accomplish this job successfully, an individual must be able to perform, with or without reasonable accommodation, each essential function satisfactorily. Reasonable accommodations may be made to help enable qualified individuals with disabilities to perform the essential functions.

DUTIES & RESPONSIBILITIES

Graphic Arts

- Develops templates for use by staff in other departments to produce store signage (e.g. price signs) consistently and quickly.
- Designs posters, flyers, and ads for Fresh Deals, store sales, and special events.
- Monitors in-store signage for adherence to graphic standards.
- Collaborates with Marketing Manager to design graphics and layout for annual print newsletter.
- Helps Marketing Manager design and update the store's website.
- Collaborates with managers and buyers from other departments to design eye-catching end-cap headers and other materials to support sales. Helps design and set up pleasing product displays.

Social Media

- Using cell phone or digital camera, documents store activities in photographs and videos.
- Creates draft posts with photos and videos for Facebook, Instagram, and the store blog.

Writing

- Suggests content for and helps write bi-weekly email newsletter.
- Proofreads printed and digital materials for errors, style consistency, and branding.
- Assists in the production and maintenance of other publications, promotions, and presentations as needed.

QUALIFICATIONS

Communication

- Excellent verbal communication skills. Must be a good listener who understands instructions, can present ideas clearly, and brainstorm creative solutions to challenges.
- Demonstrated writing and editing skills. Must be adept at spelling and grammar.
- Must be able to handle stressful situations in a calm, effective manner.
- Understands and uses social media, especially Facebook and Instagram.

Graphics

- Must be detail-oriented with a good eye for design. Understands layout, typography, and other design fundamentals.
- Demonstrated proficiency in using Adobe Creative Suite, especially InDesign, Illustrator, and Photoshop.
- Website design and digital photography skills.
- Familiarity with the printing process and ability to work with local print shops to ensure quality production.
- Competency in traditional drawing/painting skills a plus.

Organization & Other

- Self-directed, with the ability to work both independently and cooperatively.
- Excellent time management skills. Must be able to work to deadline and follow through on commitments.
- Must have an excellent sense of organization and be able to handle multiple demands at once.
- Must be able to use Microsoft Outlook, Word, and Excel.
- Must be able to exert force, push, pull, and lift up to 20 lbs.

Education

- Associate's or bachelor's degree in graphic design, art, marketing, or related fields, or one year of experience working in graphics, publications, or related fields.
- Commitment to learning. Co-op Market employees are expected to learn and be able to communicate the cooperative principles and our co-op's mission and values. Marketing staff must learn about the products we carry and the values we uphold through our product mix.
- Portfolio demonstrating proficiency in graphics and writing should be submitted with application.

WORK ENVIRONMENT: Grocery store. Cool and warm areas in various departments.

The company has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills, and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and this company reserves the right to change this job description and/or assign tasks for the employee to perform, as the company may deem appropriate.