

## ***GREAT NORTHERN EQUIPMENT DISTRIBUTING, INC.***



**Job Title:** Graphic Design & Digital Marketing Specialist

**Last Update:** 6/30/2021

**Reports to:** Sr. Marketing Manager

**Supervises:** None

**Department/Location:** Marketing/Rogers, MN

**Work Schedule:** Generally, 8:00 – 5:00pm with need for some flexibility

**Eligible for remote work:** No

**Basic Function:** To develop and coordinate Great Northern Equipment's print and digital marketing initiatives.

### **Essential Functions:**

#### **Print Marketing (Creates & Designs the following)-**

- Catalogs (GNE, ARA, Resource Guide, etc.).
- Product literature – sell sheets, brochures for all brands.
- OEM Marketing including newsletter.
- Print Ads – coordinate with digital ads.
- National ad campaign tracking.
- Print promotions – post cards, flyers, programs, presentations.
- Packaging design.
- Vendor relationships regarding print marketing.

#### **Digital Marketing-**

- Manages content creation for compelling marketing, sales copy and target audience messaging.
- Drives social media marketing (must be able to coordinate multiple social media accounts and use social media platforms to drive brand awareness and engagement).
- Designs, builds, and maintains our social media presence; plans and manages a social media calendar and executes postings/campaigns keeping the content up-to-date, relevant and effective.
- Ensures email marketing proficiency for creating email marketing campaigns.
- Creates content and manages customer email campaigns and weekly distribution.
- Graphic design, creating content or graphics for print, traditional marketing channels, online and digital distribution/social campaigns.
- Measure's project/campaign performance and analytics; strategize and adjust accordingly.
- Assists in managing content for websites by gathering, organizing and implementing copy and images in a content management system.

#### **Brand Development and Management-**

- Develops and enforces corporate branding in logos, letterhead, promotions, and advertisements.
- Ensures customer and vendor copyrights, trademarks, and other protected material is used properly.

### **Secondary Functions:**

- Coordinates and assists with mailings.
- Dealer and sales support.
- Manuals – Assist with design, updates, content for all brands.
- Designs and prints promotional banners, decals etc. for all brands.
- Designs and develops marketing materials and tradeshow displays.
- Special requests from customers and/or sales.

#### **Knowledge/Skills/Abilities:**

To perform this job successfully, an individual must be able to perform each essential responsibility satisfactorily. These requirements are representative, but not all-inclusive, of the knowledge, skill, and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to see a job through to completion and passion to believe in the quality you provide.
- Knowledge of and willingness to follow company policies.
- Honesty, dependability and unconditional ethics. Treats people with respect; works with integrity and ethically; upholds organizational values.
- Teamwork – Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback, Willingness to assist others.
- Take initiative to locate missing information or find possible solutions to an issue.
- Conduct themselves in a professional manner.
- Ability to communicate effectively, both orally and in writing, with a wide variety of internal and external customers/vendors.
- Adapts to changes in work environment; changes approach or method to best fit the situation; able to deal with frequent change.
- Ability to effectively manage timetables, time requirements and deadlines.
- Attention to detail.
- Accept revision and submit work for feedback from multiple sources.

#### **Qualifications and Experience:**

##### **Required**

- High school diploma or equivalent.
- 3 years of experience in marketing, graphic design, or publishing field.
- Knowledge of and experience with desktop publishing required.
- Knowledge of and experience with digital design required.
- Proficient in Photoshop, InDesign, and Illustrator.
- Design training, preferably in graphic design.
- Ability to see in full color.
- Spelling & grammar comprehension.
- Speak, write, and read North American English.

##### **Preferred**

- Bachelor's degree in Marketing with a graphic design emphasis strongly preferred.
- Videography and/or video editing skills is a plus!
- Experience with B2B and B2C social media marketing.
- Experience with SEO.
- Experience in equipment industry or other wholesale distribution.

**Budgetary Responsibilities:** This position is responsible for participating in the development of the department budget and for managing spending for print marketing within the approved budget.

**Machines/Equipment:** In the normal course of performing this job a telephone, headset, copier, printer and personal computer will be used. Wide format printer, plotter, and laminator may also be used.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Frequently required to sit, use hands to handle objects, speak, and hear.
- Frequent wrist and/or hand movement is required.
- Specific vision abilities required include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.
- Ability to see in full color required.
- Ability to lift up to 40 pounds on occasion required.

**Travel:**

- Limited local travel may be required.

**Work Environment:**

- **Office:** Office setting is climate controlled and the noise level is usually quiet to moderate.
- **Warehouse:** Warehouse setting is partially climate controlled and the noise level is usually moderate. Employees may be regularly exposed to forklift, foaming, and cutting equipment.

**Summary:** This job description is intended to convey information essential to understanding the scope of the position and it is not intended to be an exhaustive list of skills, efforts, duties, responsibilities or working conditions associated with the position.