

GREAT NORTHERN EQUIPMENT DISTRIBUTING, INC.



Job Title: Label & Graphic Specialist

Last Update: 3/19/2021

Reports to: Senior Marketing Manager

Supervises: None

Department/Location: Marketing/Rogers MN

Work Schedule: Generally, 8-5 with flexibility for earlier start/leave or later start leave

Eligible for remote work: No

Basic Function: This position will be responsible for designing and producing an assortment of product & safety labels using in-house large format printers, laminators, plotters and cutting machines. The person filling this role should have excellent communication skills, detail orientated and possess the design “eye” to ensure effectiveness in our printing efforts.

Essential Functions/Responsibilities:

- Production of labels, signs, banners, and other graphic material.
- Graphic design for creation of labels, signs, banners, displays and more.
- Laminating, weeding, plotting of vinyl.
- Assists with the design and layout of labels to meet GNE’s business needs and regulatory requirements.
- Proofreads products to ensure accuracy of various labels, print materials and more.
- Operates and maintains printer, plotter, laminator, and other various tools to create labels and graphic materials. Routine maintenance to keep machines in proper working order.
- Manages inventories of label stock, printing supplies and all other various materials needed on a regular basis.
- Performs all other duties as assigned or apparent.
- Attends training as determined by GNE.

Secondary Functions/Responsibilities:

- Photograph and edit product photographs, including color correction, removing backgrounds, cleaning up imperfections on products with a high degree of professionalism for use in various marketing materials.
- Assists with a wide range of both field and studio videography, knowledge of video editing is desired.

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.
- 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.

Qualifications and Experience:

Required

- High School education or equivalent.
- Fluent in Adobe Illustrator, Photoshop.
- Demonstrated ability to handle high-volume workflow and executing under tight deadlines, including planning and prioritization.
- Enthusiastic self-motivated individual who believes in “Astounding” the customer.
- Proven ability to manage multiple projects at once.
- Ability to visualize and implement from the “look and feel” to the technical level.
- Attention to detail, well organized and efficient.
- Excellent creative and design skills.
- Proficient PC skills, basic knowledge of MS Office Suite.
- Speak, read, and write fluent North American English.
- Required to see in full color.

Preferred

- AA and/or bachelor's degree.

Budgetary Responsibilities: N/A

Machines/Equipment: In the normal course of performing this job a telephone, headset, printer, copier, and personal computer will be used in addition to the large format printer, laminator, plotter and cutting machines.

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 stand, use hands to handle objects, speak and hear.
- Frequent wrist and/or hand movement is required.
- Ability to lift up to 40 lbs. on a regular basis and up to 70+ lbs. occasionally.
- Specific vision abilities required include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

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.