



**Job Title:** Graphic Designer

**Department:** Sales/Marketing

**Reports To:** Marketing Manager

## SUMMARY

Perform graphic design functions for the marketing department and other departments within the company as requested. Coordinates uniform, professional graphic program to represent the company, its products, and services.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Gather technical information in order to develop detailed, narrative product descriptions for advertisements, presentation slides, literature pieces, posters, point of purchase materials, direct mail, trade show booth signage/banners and other promotional items.
- Keep track of all projects in progress, making sure they are finished on time for publication and contain no inaccuracies or errors of grammar, spelling or content.
- Work with the marketing department and other department members to develop innovative graphic-oriented projects.
- Manage, and update as necessary, photo files for products in all Shur-Co brand families, including the taking and/or scheduling of necessary photography.
- Work with Regional Sales, Branch Managers, and Marketing Specialists to developing new marketing tools.
- Assist in the implementation and completion of any video for the marketing department.
- Understand publication design and be able to design pages for a wide variety of uses.
- Attendance and dependability are essential job functions and cross-functional team communication is vital, so this position is targeted to be an in-office role. A partial work-from-home arrangement will be considered for the right candidate.
- Establish individual training plan to keep skills up to date on current versions of design software and trends in the market.
- Maintain and coordinate with business unit engineers and technical team changes to bills of materials and images that affect the Price Book, Owner's Manuals and other technical publications.
- Support efforts of the website design by developing content and writing narrative materials that help promote Shur-Co products on the ShopShurCo.com site and the main (non-store) site.
- Attend trade shows and support sales team as needed, including traveling to customers for product photo and video shoots, training documents or other marketing purposes.
- Other projects as assigned.

## QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## EDUCATION and/or EXPERIENCE

- Bachelor's Degree or Associate's Degree in graphic arts, or equivalent combination of experience and education.



- Experienced with use of Adobe Creative Suite applications.
- **Examples or a portfolio of past projects will be required to be considered for this position.**

### LANGUAGE SKILLS

- Ability to read and comprehend simple instructions, short correspondence, and memos.
- Ability to write simple correspondence.
- Ability to effectively present information in one-on-one and small group situations to customers, and other employees of the organization.
- Individual must be able to effectively communicate ideas and be able to listen to and comprehend the ideas of others.

### MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure. Keep adequate records of activity via computer or written form.

### REASONING ABILITY

Ability to apply common sense understanding to carry out detailed written or oral instructions. Ability to respond to questions and concerns of other staff members and/or customers.

### 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.

- While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear.
- The employee frequently is required to stand and walk.
- The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl.
- The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and 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 job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this Job, the employee is occasionally exposed to moving mechanical parts and risk of electrical shock. The noise level in the work environment is usually quiet.

