

Graphic Designer FT

The Kootenay Co-op is looking for a Graphic Designer. This position is responsible for developing customer/member facing advertising and promotions and creating material to drive sales and help our Co-op achieve departmental and whole-store goals. **32-40 hours a week.**

QUALIFICATIONS AND SKILLS

- Diploma or Degree in Marketing, Communications, Design, or a related field required.
- Minimum 3-5 years of related experience.
- Demonstrated experience as a creative thinker, visual presenter, artful merchandiser/interior designer.
- Proven experience designing successful marketing campaigns across a variety of media.
- Advanced **graphic design** skills and advanced **copywriting** skills.
- Experience with advertising: booking, design, and placement of ads
- Advanced understanding of social and traditional media advertising and communications, including social media insights and SEO management.
- Demonstrated **relationship management** skills and the ability to build friendly rapport with co-workers, suppliers and members.
- Computer skills: **Adobe Design Suite**, Microsoft Office Suite, WordPress, social media platforms, e-mail campaign software, and project management software.
- Organizational skills, including the ability to plan and work within short deadlines, work both independently and collaboratively, manage multiple demands and projects and follow through on projects and commitments.
- Strong verbal and written **communication and excellent listening skills**.
- Knowledge of, or demonstrated interest in, grocery industry and food systems.
- Demonstrated experience in managing advertising and collateral budgets.
- Strong **attention to detail** & ability to multi-task and **prioritize** tasks.
- A commitment to providing and modelling exemplary **customer service**.

DUTIES AND RESPONSIBILITIES

Promotions and Advertising

- In collaboration with the Marketing + Sales Manager/Assistant Manager, utilize data to develop + produce marketing campaigns and initiatives according to annual plan and budget, monthly calendar and advertising schedule.
- Develop and maintain clear and distinct Co-op brand identity and voice and ensure continuity through all internal and external marketing collateral.

- Participate in the creative and logistical elements of an ongoing Strategic Marketing Plan to achieve organizational goals.
- Develop, manage, and execute ongoing promotional and production calendars to ensure advanced planning (6 to 18 months ahead) of all content and collateral for all annual, seasonal, holiday, monthly, weekly and ad-hoc campaigns, promotions and product sales.
- Collaborate with relevant managers and buyers to identify what products/events to promote and when.
- Oversee the timely production and execution of all creative promotional and advertising content and collateral including in-store flyers and signage, in-store merchandising, print and digital media, website, social media, special events and public relations.
- Engage in ongoing research and development of new advertising and promotional media possibilities.
- Manage the budget for advertising, promotions, campaigns, collateral.
- Develop brand collateral (e.g., website, signage, store décor, advertising, publications, posters, PowerPoint presentations, newsletters, emails, etc.).
- Advertise Co-op products, events and initiatives using social and traditional media including e-mail, Facebook, Instagram, website, local print, radio, online publications.
- Develop and coordinate product-focused campaigns, including Member Financial Benefits (Monthly Specials, Fresh Specials, Case Lot, Wellness events, etc.).
- Design, layout, book, and place ads in traditional and online media.
- Ensure all outreach and education efforts align with brand identity and Strategic Marketing Plan.

WHY WORK AT THE KOOTENAY CO-OP?

Employees of the Co-op are truly unique. Our friendly, talented staff have created a culture of inclusiveness + teamwork, along with a passion for bringing organic, sustainable food to the Nelson area. Employees receive a store discount, health + dental benefits when working full time, RRSP contributions, and competitive wages. We value work-life balance, continuous improvement, and maintaining a friendly work environment where each staff member can get involved in making the Co-op a great place to shop & work.