

Graphic Designer

The Kootenay Co-op is looking for a **full-time Graphic Designer** to join the **Marketing Team**! The successful candidate will design and produce visually compelling marketing materials and campaigns that support sales and promote the Co-op's values and goals. This role maintains brand consistency and designs advertising, in-store signage, digital platforms, and events to engage customers and achieve departmental and store-wide goals. The following position is for **32 hours per week**. Flexible schedule, may include some evenings and weekends as required.

SKILLS + QUALIFICATIONS

Required:

- Diploma in Marketing, Communications, Design, or related field.
- Minimum 3–5 years of related experience.
- Advanced graphic design and copywriting skills.
- Photography skills
- Experience designing successful marketing campaigns across multiple media.
- Proficiency in Adobe Design Suite, Microsoft Office, WordPress, and social media platforms.
- Strong organizational skills and ability to meet deadlines.
- Excellent communication and interpersonal skills.

Preferred:

- Experience in cooperative or grocery industry.
- Knowledge of SEO and social media analytics.

DUTIES + RESPONSIBILITIES

Promotions and Advertising

- Collaborate with Marketing Manager to plan and execute strategic marketing campaigns aligned with annual plans and budgets.
- Maintain a consistent Co-op brand identity across all marketing materials.
- Create images and written content for promotional materials.
- Coordinate with revenue departments to develop and design sales flyers.
- Design and develop content for weekly newsletter.
- Manage promotional calendars and ensure timely production of content for seasonal, monthly, and ad-hoc campaigns.
- Design and produce advertising and promotional materials for print, digital, social media, in-store signage, and events.
- Shoot and edit photos for promotional content.
- Coordinate product-focused campaigns and member benefit promotions.
- Research new advertising opportunities.

- Ensure all marketing efforts align with the strategic marketing plan and brand standards.
- Participate in meetings and strategic planning as needed.
- Build positive relationships with buyers, managers, and the marketing team.
- Ensure compliance with all internal and external health and safety regulations, as well as employee policies and procedures.
- Other duties as required.

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, 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.

Rate: \$22.00-30.00/ hour depending on experience

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