

Job description

Marketing & Graphic Communications Specialist

Compensation: \$20 per hour

Employment Type: Full Time 37.5 hrs/week

Job Summary

Are you an organized, computer savvy, customer service-oriented team player ready to help grow our business? We are seeking a full-time Marketing & Graphic Communications Specialist to join our team.

Join a leading print company that's changing the way our clients think about print. We are talented printing and blueprint experts, account managers, graphic designers, accountants, and customer service specialists. But to our customers, we are the faces and names of Surrey Digital Printing.

As the Marketing & Graphic Communication Specialist your main duties will be working directly with clients and the sales team to complete client orders in a timely, detailed manner. You will also work collaboratively with the creative team to help finalize design, creative layout, prepare print, digital, payment advertisements, events and social materials that effectively communicate the client's core message to its intended target audience. The ideal candidate will require knowledge and experience in the print industry, proactively creating content and working with tight deadlines. This position requires you to multitask to create digital assets for clients as well as our brand, e-commerce, retail, social media content, and email marketing initiatives. You will be the central link between the sales team, clients, and production staff. If you are an excellent communicator and like the occasional free lunch, then read on!

To be considered you'll need:

- Client/Customer Focus
- Strong Problem-Solving Skills
- Detail-Oriented
- Proficient in Microsoft Office (Outlook and Teams)
- Excellent Graphic Design Knowledge: Advanced Skills in Adobe CS (including Photoshop, InDesign, After Effects, Adobe Premier, and Illustrator)
- Clear Verbal and Written Communication Skills
- Ability to Prioritize and Manage Conflicting Demands
- Effective Objection-Handling Skills
- Flexibility in Adapting to Changing Project Requirements

- High Integrity and Work Ethic
- Degree or Diploma in Communications, Marketing, Graphic Design, or Advertisement
- 5+ Years of Graphic Design/Production Experience
- Minimum 3 Years of Professional Employment in the Print Industry with Printing Relevant Experience (setting up / proofing files for a wide range of print applications)
- Social Media Experience, Including Multimedia and Video Content
- Experience Creating and Scheduling Social Media Posts, Analyzing Data, and Reporting
- Excellent knowledge of Design Principles and Current Trends
- Skills in Digital Marketing Strategies, Market Planning, Sales, and Lead Generation
- Knowledge and Experience with Paid Media Strategies, Campaigns & Optimization, SEO, Google Analytics, and Email Marketing Campaigns
- Meta Ads and Other Paid Search Platforms Certifications
- Completion of Google Analytics Academy Courses
- Professional Level Verbal and Written English Communication
- Creative Writing and Editing Skills, Understanding of Storytelling
- Comfortable Working with Clients
- Ability to Work Cooperatively in a Team Environment and Manage Multiple Projects
- Energetic, Self-Motivated, and Organized
- Experience with Print Production Workflows and Docket Manager System
- Must be Eligible to Work in Canada
- Must provide a Portfolio of your Designs

You'll be a great fit if you:

Design:

- Always maintain professionalism, tact, diplomacy, and sensitivity to portray the Company in a positive manner
- Quickly pick up and maintain a high level of product and service knowledge relating to the print industry while effectively communicating with clients
- Create engaging and visually appealing content and design to print specifications for a wide range of clients
- Handle client orders – accurately and timely, while following proper workflow procedures and preparing client artwork for print
- Accurately file and retrieve technical documentation in an alphanumeric system
- Ensure that all materials are developed and distributed according to an appropriate timeline
- Meet with clients or other team members to determine requirements and vision for design elements, which may include multiple strategy meetings
- Create multiple different versions of a similar product and send them through approvals. Once approved you will need to accurately set up and prepare files for

prepress/production based on their application. Review finalized materials to be sure there are no errors

- Develop concepts for advertisements, brochures, flyers, and other marketing material, packaging, billboards, websites, etc
- Review client objectives and recommend design strategies to meet business goals while maintaining brand identity
- Create advertising, presentations, email communications, banner ads, e-commerce channels, retail, and event content
- Assist with the creation and scheduling of posts for social media and websites
- Posts social media content daily
- Consult with clients to determine their needs and preferences regarding color, layout, and typography
- Provide clients with proofs of their designs to get feedback before finalizing a design
- Manage the printing process from concept to completion using computerized systems to create digital files of designs

Paid Media/Advertisement/SEO:

- Help grow our marketing leads to generate sales in our key markets and target demographics managing the digital media & search budget at an efficient cost with the best results
- Help develop and execute the paid media strategy to support growth in key markets
- Analyze and assess the performance of campaigns and translate quantitative and qualitative data into actionable insights. Provide recommendations for revising campaign strategy, action the changes as needed, and inform stakeholders
- Work with the marketing manager to set up tests and experiments to identify new and alternative ways to grow our audience, to help reach our marketing objectives and goals
- Utilize email marketing to follow up and generate leads
- Recommend changes to website architecture, content, linking, and other factors to improve SEO positions for target keywords on an ongoing basis
- Responsible for management of Google Analytics implementation and ongoing innovation of the tool
- Optimize copy and landing pages for search engine marketing
- Research and implement search engine optimization recommendations
- Research and analyze competitor advertising links
- Develop and implement link building strategy

Social Media/Digital Marketing/Storytelling:

- Assists with the writing and editing of marketing collateral, including articles, e-newsletters, flyers, brochures, handouts and more
- Participates in the updating of the website and its events calendar

- In consultation with the supervisor, liaises with various departments to support outreach efforts and gather marketing content
- Create and schedule social media content
- Expert analytical and quantitative problem-solving skills, including conducting research, analyzing data, developing hypotheses, and synthesizing recommendations

Ability to Commute:

- Surrey, BC V3W 4N1 (required). This is an in-office position.

Work Conditions:

- Medium to High levels of stress and pressure
- Interaction with customers/clients, and the public at large
- Occasional overtime
- Operation of desktop computer and peripherals
- Flexibility
- Compassionate Team and great Company culture

What you get:

- Benefits like extended medical, dental, and more!
- Bonuses
- Hot dog and potluck days, occasional Team lunches/dinners and other fun outings
- A caring and supportive work family

Are you ready to make an impact? Apply here.

- <https://www.surreydigital.com/about-us/employment-opportunities/>
- *Please include your cv, resume, portfolio. Interviews will be held the following week after the posting end date. Candidates that fit within our job description will be contacted via phone. Min. of 3 references will be required as well as some skill testing questions related to our job description.

Surrey Digital is an equal opportunity employer. It prohibits discrimination based on age, color, disability, national origin, race, religion, sex, sexual orientation, and any other legally protected class in accordance with applicable federal, provincial and local laws. Surrey Digital is committed to creating and maintaining an inclusive and accessible workplace.