Form 6.2.2.a.3.FR

Graphic / Web Designer

Van Beek Natural Science, LLC
Reports to: CSO

Primary Purpose:
Provide and coordinate effective design solutions for all Van Beek Companies' marketing and communication materials including: corporate identity pieces, communication literature, advertising, and e-mail/ web marketing. Design product packaging for new products and updates for existing ones as directed by management. Recommend cost effective formats and innovative graphic options to maximize impact. Creatively illustrate concepts and designs consistent with the image of each company segment.

Duties and Responsibilities:

1. **(55%) Corporate Communications / Literature**
   Provide detailed and accurate estimates for all marketing graphics based on print specifications. Source and procure suppliers of paper, printing, photography, web and related services. Secure postal guidelines and approvals for all promotional company materials. Conduct necessary press checks and other quality control functions.

   Supply these specific communication pieces:
   - **Sales Literature (Product Sheets, Catalogs, Brochures, Special Offers, etc.)** – Design workable product sheets, catalogs, brochures, and special offer sheets keeping track of inventories and reorder schedules.
   - **Direct Mail, etc.** – Design creative direct mail and/or other projects included in the marketing plan.
   - **Advertising** – Design advertising for industry trade journals, distributor publications, distributor internet exposure, with marketing and ensure consistency of materials. Coordinate insertion orders and supply materials by deadline for all advertising contracted for.
   - **Trade Show Graphics** – Offer creative suggestions and provide graphics for tradeshows. Work with sales assistant to complete jobs in time for delivery to shows.
   - **Corporate Identity** – Be sure that anything bearing a Van Beek Company logo is consistent in representation to the market.

2. **(25%) Internet Presentation & Updates / E-mail Marketing / Social Media**
   Create and maintain all necessary elements for professional Internet presentation of the Van Beek Companies. This would include web page development and updates, activity reports, etc. Design and coordinate effective e-blasts and maintain social media.

3. **(10%) Packaging / Labels**
Responsible for creative design direction for the purpose of product development and packaging for new and existing products as directed by management. Responsible to assign and include bar codes on appropriate products. Provide creative leadership, identify trends and communicate them to the product development team. Responsible to source and procure unique packaging options for consideration on new products being introduced to the market. Maintain consistency of brand identity when developing any label or package. Conduct press checks and other quality control functions as needed.

4. **(05%) Marketing Plan**
Coordinate projects so they are completed according to the timeline.

5. **(05%) Other Responsibilities**
Conduct additional duties and functions as requested by management.

Job Requirements & Skills

Education - Bachelor's Degree in Graphic / Web Design or related field with courses in Drawing Illustration, Design, Journalism, Marketing, Macintosh Layout

Work Experience - Minimum of 1-2 years of desktop publishing / web design experience preferred.

Skills
- Macintosh programs such as Indesign, Photoshop, Illustrator, Dreamweaver, and PowerPoint.
- Oral and written communication, Creative writing
- Math
- Interpersonal and organizational skills

Travel – Minimal (Training, press checks, tradeshows)

Form Origin Date: 02/23/2006
Last Revision Date: 4-10-15