



BUILDING VALUE SINCE 1906

Summary:

The Marketing Communications Specialist is responsible for coordinating, planning and scheduling the creation and execution of Marketing collateral and company initiative projects

Essential Duties and Responsibilities

- Oversee and enforce Bobrick's Brand Style Graphics Guidelines is adhered to all marketing/sales collateral, rep product samples, trade show booths and department communications.
- Demonstrates a thorough understanding of Adobe Creative Suite (InDesign, Illustrator and Photoshop). Able to utilize the suite to the fullest and develop collateral that adheres to the Brand Style Graphic Guidelines.
- Demonstrates a thorough knowledge of Photoshop and the ability to manipulate images in a skillful manner that adheres to Bobrick Guidelines.
- Exhibit the ability to create digital advertising banners for distributors/factory reps, third party sites as well as our brand websites.
- Work closely with outside vendors such as advertising agency, videographer, photographer, printers and foreign language translators.
- Proven ability to decipher complex and technical information and communicate in a simple and easily understood manner.
- This position will be responsible to lead/manage assigned marketing communication projects successfully from inception to execution and complete within the established timeline.
- Demonstrate the ability to develop and create new web pages to support new product launches as well as major company initiatives.
- Support the development of sales collateral consisting of: sales sheets, multi-page brochures and PowerPoint presentations to support the Sales organization.
- Understand the nuances of the different Social Media platforms and be able to recommend appropriate postings and respond to inquiries using the Brand voice as directed.

- Produces technical documents such as Technical Data Sheets (TD) and Installation Instructions (II).
- Develop and implement outgoing communication templates.
- Prepare and present final layout for approval by Marketing Communications Manager and/or V.P. of Marketing.

Skills and Qualifications

- Bachelor Degree (BA) from a four-year college or university.
- Three to four years of graphic design experience and/or training or equivalent combination of education and training.
- Exceptional verbal, written and visual communication skills
- Must be creative, and be able to promote ideas through visual concepts and graphic art that meets company objectives and attract attention.
- Demonstrate proficiency in Adobe Creative Suite (InDesign, Illustrator and Photoshop), Microsoft Office, specifically Microsoft word (45 wpm minimum required), PowerPoint, Microsoft Excel, and Outlook.