



Graphics Coordinator Job Description

Department: Brand
Report to: Marketing Manager
Pay Range: 3
Status: Full-time Hourly

Job Summary: Assist Marketing Manager to design and promote WFC's brand and products and support department managers in compliance with established practices and budget restrictions to achieve sales, ownership, education and customer service goals at all WFC locations.

Essential Duties and Responsibilities:

Storewide

1. Abide by all WFC policies and procedures as outlined in the Employee Handbook and Policy & Procedure Manual.
2. Consistently and positively promote ownership and owner benefits.
3. Follow and ensure compliance with all safety practices and policies.

Customer Service

1. Exceed expectations of internal and external customers for service and provide a welcoming environment for all in accordance with WFC's customer service standards.
 - a. Resolve customer concerns.
 - b. Anticipate customer needs.
 - c. Promptly respond to requests for service and assistance.
2. Treat all customers and co-workers fairly, consistently and with respect.
3. Engage in creating and maintaining a positive, ethical and productive workplace that contributes to achieving progress on WFC's ENDS.

Job Specific

1. Assist Marketing Manager as directed and in compliance with established practices to design and coordinate promotions of WFC's brand and products to achieve sales, ownership, education and customer service goals including, but not limited to, creating store signs, digital signs, flyers, brochures, reports, ads, web site graphics and

photographs; and enforcing the WFC brand to ensure consistency of WFC's brand message.

2. Assist in the delivery of signage and the execution of signage plans for WFC stores.
3. Create and update photo, project and logo files as needed for ease of Brand Department access and communicate file location(s) as needed for specific projects.
4. Prioritize design requests and communicate project status to Marketing Manager and other Brand Department staff as needed.
5. As requested by Marketing Manager, post to social media channels to promote WFC's brand and products in accordance with established practices.
6. As requested by Marketing Manager, create original content for social media, website, newsletters and other marketing platforms.
7. Order, store and maintain proper stock of collateral, samples and event materials in accordance with established practices.
8. Clean assigned shelving, storage, equipment and office areas in compliance with established practices and communicate and document any equipment maintenance or safety concerns to Marketing Manager.
9. Perform other tasks assigned by Marketing Manager including, but not limited to, working at events and/or filling in for Brand Department employees for outreach, events and training.

Knowledge, Skills, Abilities

Preferred Knowledge, Skills and Abilities

- Degree/certification in graphic design
- Degree/certification and/or training and experience in website design
- Experience speaking to the public
- Experience designing, coordinating and/or conducting education programs and promotional events
- Experience in retail, grocery, natural foods and/or related fields
- Excellent written communication skills

Essential Knowledge, Skills and Abilities

- High school diploma or GED
- Proficiency with Photoshop, Illustrator, InDesign, WordPress, PowerPoint
- Ability to follow through on systems and procedures
- Outstanding customer service skills
- Attention to detail and good organizational skills
- Ability to handle multiple demands, work under time pressures and meet deadlines
- Personal integrity to handle confidential information
- Willingness to be open, to learn and to take on new responsibilities
- Demonstrate objectivity, neutrality and calmness under pressure
- Ability to work efficiently in a fast-paced environment
- Ability to prioritize tasks
- Regular, predictable attendance
- Ability to be flexible and to adapt to changing conditions quickly
- Computer proficiency, e.g., Word, EXCEL, PowerPoint, social media, MailChimp
- Ability to read and comprehend instructions
- Demonstrated ability to follow through on commitments

- Effective communication skills in English
- Ability to work independently
- Available to work evenings, weekends, holidays
- Willingness and ability to fill in for other Brand Department employees

Work Environment:

1. **Occasional Exposure**
 - a. Outdoor weather conditions, e.g., staffing outside booths at WFC-sponsored or community events, loading and unloading booth equipment/products/signs into/out of vehicle.
2. **Frequent Exposure**
 - a. Changing room temperature due to open and closing outside doors
 - b. Carts, pallets and hand-trucks moving in and out of storage/retail areas and in and out of freight elevator
3. **Constant Exposure**
 - a. Background music and in-store pages
 - b. Food odors, grain and spice dust, food allergens

Essential Physical Requirements

1. Ability to occasionally lift and move up to 50 lbs. throughout shift.
2. Frequently stand, walk, squat, bend, sit, balance and rotate body.
3. Ability to complete repetitive office tasks (sitting at a desk, reaching, bending, filing, using a computer keyboard and looking at a computer screen) for up to eight hours per day.
4. Ability to safely use sharp cutting instruments.
5. Use of hands and feet to operate machinery such as keyboard, copier, automobile, camera, knives.

IMPORTANT DISCLAIMER NOTICE

The job duties, elements, responsibilities, skills, functions, experience, educational factors and the requirements and conditions listed in this job description are representative only and not exhaustive of the tasks that an employee may be required to perform. The employer reserves the right to revise this job description at any time and require employees to perform other tasks as circumstances or conditions of its business, competitive considerations or the work environment change.