



Position:	Marketing & Design Coordinator	Department:	Marketing
Classification:	Salary/Exempt	Reports To:	Marketing Manager
Date Created:	May 5, 2025	Last Revised:	May 5, 2025

Job Overview:

The Marketing & Design Coordinator, under the direction of the Marketing Manager, is responsible for visually representing and promoting Ginsberg's Foods through high-quality design. The Marketing & Design Coordinator plays a key part in developing and maintaining a professional and engaging corporate image across a variety of channels, including print, digital, video, and web.

The Marketing & Design Coordinator creates sales collateral, event materials, and branded content that support company initiatives, reinforce visual identity, and communicate effectively with customers, vendors, employees, and the general public. This position also plays a key role in coordinating event logistics, including signage, promotional materials, vendor communication, and on-site support to ensure successful execution and brand alignment. The Marketing & Design Coordinator is also responsible for capturing and producing photographic and video content at company events.

While the role is not primarily focused on social media, the Marketing & Design Coordinator provides support to ensure that our social platforms remain visually engaging and up to date when needed. Additionally, the Marketing & Design Coordinator maintains content for the company website and collaborates closely with other departments to deliver visually impactful marketing tools that align with Ginsberg's goals and brand standards.

Essential Functions:

1. Creates, designs, produces, and distributes compelling marketing materials for print and digital use, including sales flyers, event signage, point-of-sale product information and guides, social media graphics, and branded internal documents in collaboration with internal teams and external vendors.
2. Ensures consistent application of company branding across all media.
3. Collaborates with internal departments to develop custom materials tailored to specific sales, recruiting or company initiatives.
4. Plans, coordinates, and supports company events from concept to execution, including trade shows, employee and community events.
5. Supports logistics, vendors, promotional merchandise, and on-site setup to ensure a smooth event experience.
6. Captures event content and ensures brand consistency throughout the experience.

7. Captures, edits, and produces professional video content for internal and external communications.
8. Operates video equipment and editing software (Premiere Pro) to create polished final products.
9. Collaborates with departments to script, storyboard, and publish videos that support company goals.
10. Designs and produces recruitment materials for Human Resources, including flyers, brochures, and digital content.
11. Maintains and updates content for company website and social media channels.
12. Photographs company events, team activities, and product visuals.
13. Assists with ordering branded materials, company apparel, and event supplies.
14. Coordinates with vendors and freelancers for creative or event needs.

Additional Responsibilities:

1. Creates internal signage, branded displays, and point-of-sale documents as needed.
2. Maintains organized archives of marketing materials, event media, and design files for easy access and reuse.
3. Conducts research on industry trends to be used for sales related materials.
4. Collaborates with other departments (Sales, Purchasing, HR) to fulfill creative requests and meet company-wide communication needs.
5. Participates in brainstorming sessions to develop creative concepts that support sales campaigns and internal initiatives.
6. Designs, schedules, and tracks performance of email marketing campaigns, ensuring content is visually engaging, brand-compliant, and tailored to target audiences for limited campaigns.
7. Designs, produces, and assists customers with the creation of custom menus that reflect their brand and offerings.
8. Provides occasional technical support related to digital media and presentations.
9. Occasionally sets up and breaks down displays at company events or internal company functions.

Knowledge, Skills, and Abilities:

1. Proficient in the use of marketing-related software, such as Adobe Creative Suite, especially InDesign, Illustrator, Premiere Pro and Photoshop.
2. Strong understanding of design principles, typography, and layout for print and digital platforms.
3. Hands-on experience with still photography and video production, including filming, editing, and post-production.
4. Effective event planning skills, including vendor coordination, logistics, and promotion.
5. Ability to manage multiple projects under strict deadlines with attention to detail.
6. Excellent interpersonal, organizational, verbal and written communication skills.
7. Proficient in Windows-based operating systems and software, and the use of Microsoft Office suite.
8. Proven ability to maintain relevant content on a multitude of social media platforms, such as Facebook, Twitter, LinkedIn, TikTok, Instagram, and YouTube.
9. Strong knowledge of HTML coding.
10. Possesses a sharp eye for detail and a commitment to delivering accurate, high-quality work.
11. Ability to maintain a sense of calm during stressful situations.
12. Ability to develop working knowledge of company-specific computer systems.
13. Able to perform basic mathematical calculations.
14. Research skills, especially using internet based search engines.
15. Ability to train others, as necessary.

16. Ability to demonstrate active listening techniques and respond appropriately to employee and/or business partner needs.
17. Ability to establish and maintain effective professional relationships.
18. Ability to develop company-specific product knowledge.
19. Experience using email marketing platforms (e.g., Mailchimp, Constant Contact, HubSpot, or similar).
20. Knowledge of segmentation, scheduling, A/B testing, and performance tracking (open/click-through rates).
21. Working knowledge of best practices in email layout, subject lines, and calls-to-action.
22. Possesses creative skills with an eye for aesthetics and design.
23. Ability to lift or move boxes of marketing material weighing up to 30 pounds.

Education/Experience (Preferred Minimum Qualifications):

1. Possession of a Bachelor's Degree from an accredited college or university in Fine Arts, Graphic Design, Marketing, or related field with at least five (5) years of experience in production or ad design AND the creation and maintenance of professional branded campaigns.

Licenses/Certifications/Special Requirements:

1. Must take and pass a pre-employment drug screen and background check.
2. Subject to random and reasonable suspicion drug testing.
3. Must maintain a valid driver license during the course of employment.
4. Early mornings, nights and weekend work required on occasion.
5. Regular regional travel required to support Sales meetings and other company events.
6. Occasional travel requiring overnight stays.

Physical Requirements:

Requirement	8 Hour Schedule	10 Hour Schedule	As % of Time
Limited	0 – 1 hour	0 – 1 hour	Less than 1%
Occasionally	1 – 2 hours	1 – 2.5 hours	Equals 1% to 25%
Frequently	3 – 4 hours	2.6 – 5 hours	Equals 26% to 50%
Repeatedly	5 – 6 hours	5.1 – 7.5 hours	Equals 51% to 75%
Continuously	7+ hours	7.6 + hours	Equals 76% to 100%

Activity	Duration
<i>Sustained Postures</i>	
Sit:	<i>Repeatedly</i>
Stand:	<i>Limited</i>
Walk:	<i>Limited</i>
<i>Intermittent Activity</i>	
Bend:	<i>Limited</i>
Kneel/Squat:	<i>Limited</i>
Climb Stairs:	<i>Limited</i>
Crawling:	<i>Limited</i>
Overhead Reach:	<i>Limited</i>
Typing/Keyboard	<i>Repeatedly</i>
Vehicle Operation:	<i>Limited</i>
PPE/Special Clothing:	<i>Limited</i>

Activity	Duration
<i>Repetitive Use of Hands/Wrists</i>	
Grasp:	<i>Repeatedly</i>
Push/Pull:	<i>Occasionally</i>
Fine Manipulation:	<i>Repeatedly</i>
<i>Material Handling</i>	
	<i>lbs.</i>
Lift:	0 – 30 lbs. <i>Occasionally</i>
Carry:	0 – 30 lbs. <i>Occasionally</i>
Push:	0 – 30 lbs. <i>Occasionally</i>
Pull:	0 – 30 lbs. <i>Occasionally</i>
<i>Miscellaneous</i>	
Exposure to Heights:	<i>Limited</i>
Exposure to Packaged Chemicals:	<i>Limited</i>
Exposure to Temperature Contrasts:	<i>Limited</i>