

Job Description
Graphic Designer & Marketing Coordinator
Washington Farm Bureau

Company: Washington Farm Bureau
Located in Lacey, Washington,

Position: Graphic Designer & Marketing Coordinator

Purpose(s):

- Assist WFB Public Relations and Marketing departments in maintaining member communications and access.
- Assist with projects which retain and grow membership and income.
- Provide graphic assistance that is consistent and fits with the image and brand direction provided by management.

Requirements:

- Skilled at computer web software and their graphic applications.
- Previous experience in production and design procedures for graphic material (both print and online).
- Ability to balance departmental needs through communication and organization.

Responsibilities:

- Determine and complete the graphic and printing requirements of the departments, interpreting and applying brand standards consistently to all materials produced.
- Assist with managing the association's websites and social media avenues, using each as appropriate to convey relevant information to the membership in a timely manner.
- Develop communications tools including presentations, newsletters and email/social media campaigns, under the direction of the PR & Marketing Directors.
- Design and oversee the print production and distribution of all printed materials that will positively influence public opinion and promote the organization's goals.
- Monitor and update websites, marketing activities and member benefit programs for continuous improvement.
- Coordinate implementation and maintenance of the member benefits and interactive programs.
- Event planning and event marketing, including onsite coordination of sponsor, speaker, attendee and exhibitor needs.
- Other duties as assigned.

Relationships:

- Reports to PR and Marketing Directors
- Establish and maintain positive working relationships with WFB and WFBSC staff.