



## GRAPHIC DESIGNER & PRINT COORDINATOR

### Job Description

1 of 1

As a Graphic Designer & Print Coordinator, you will play a pivotal role in our creative team, responsible for executing design concepts into final deliverables. You will be responsible for overseeing the print production process, ensuring projects are completed on time, within budget, and to the highest quality standards. This position requires strong proficiency in graphic design, along with attention to detail that ensures our visual assets maintain consistency, quality, and brand integrity. This position will be split between graphic design and print production management, with time allocation varying week to week. Your role will involve working with the internal team of CSM professionals and coordinating with various departments to bring our creative ideas to life.

### Key Responsibilities

#### Project Coordination

- Collaborate with creative teams, account managers, clients and vendors to understand project requirements and objectives.
- Manage the end-to-end production process for production and fulfillment for campaigns, including print, digital, specialty items. and audio/video production.
- Work closely and establish strong vendor relationships. Develop and maintain production schedules, ensuring projects are completed on time and within budget.
- Research, provide solutions, and communicate with project management team on customer/vendor issues.

#### Graphic Design

- Translate design concepts into print and digital materials, including but not limited to advertisements, brochures, banners, social media graphics, and presentations.
- Prepare files for printing, ensuring correct color modes, resolution, bleeds, and trim marks are applied according to printing specifications.

#### Quality Control

- Oversee the quality and accuracy of all production materials, ensuring they align with client expectations and agency standards.
- Conduct quality assurance checks and implement improvements as necessary.
- Manage timelines for efficiency and expectation at client level.

#### Budget Management

- Monitor project budgets and expenses, adjusting as needed to ensure projects remain financially viable.
- Provide cost estimates and track expenses to keep projects on budget.

#### Process Improvement/Communication:

- Continuously identify opportunities to streamline and improve production processes.
- Implement best practices and stay updated on industry trends and emerging technologies.
- Communication and Collaboration

### Qualifications

- Bachelor's degree in advertising, marketing, communications, or a related field.
- Proficient with Adobe Creative Suite
- Experience in production management within an agency or related industry.
- Strong leadership and team management skills.
- Exceptional organization, communication and interpersonal skills.
- Attention to detail and a commitment to delivering high-quality work.
- Adaptability to changing project requirements and deadlines.

Central States Marketing offers an attractive compensation package, which includes a competitive salary, 401(k) plan, PTO, holiday pay, and a comprehensive benefits program. CSM is an equal-opportunity employer committed to an inclusive workplace. Anyone interested is encouraged to apply and CSM does not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Employment with Central States Marketing is contingent upon the satisfactory completion of a criminal background check.

