

RSR GROUP, INC.
JOB DESCRIPTION

POSITION TITLE: Digital Designer and Communications Specialist

TITLE OF IMMEDIATE SUPERVISOR: Director of Marketing

DATE SUBMITTED: January 2021

POSITION SUMMARY:

The Digital Designer and Communications Specialist is responsible for creating electronic marketing materials to support RSR's e-commerce efforts. This position is also responsible for design and distribution of promotional email campaigns as well as all aspects of website content, including maintaining an accurate image and logo database, testing environments, FTP site and temporary promotional websites, as well as monitoring of email analytics.

REGULAR DUTIES AND RESPONSIBILITIES:

Uses Adobe Creative Suite to produce e-flyers, web and/or print graphics for various projects related to promotional e-flyers, the website, E-Shows, etc. and disseminates to the appropriate parties following the proofing process.

Conducts thorough website reviews, updates content and performs regular maintenance to ensure information and links are accurate and synced on all four website platforms (production, test, stage and development).

Assists with website template and coding changes. Creates and manages website pages as necessary.

Manages the e-flyer/email marketing process, including designing electronic communications, maintaining the distribution lists (for internal personnel, dealers, strategic accounts and vendors), and timing distributions following the standard approval processes.

Collaborates with a copywriter on projects to ensure the design and copy work well together and communicates the intended message. Varies writing style to ensure the copy is audience appropriate and proofreads copy to ensure spelling and grammatical accuracy.

Determines size and arrangement of illustrative material and copy, selects style and size of type as well as color scheme, and creates sample layouts representative of RSR Group and industry branding standards.

Produces and manipulates graphic layouts for online content including web banners, web notices, E-Shows, e-flyers, and email signatures.

Oversees all marketing preparation for online events, such as E-Shows and E-Vaults, prepares communications, and coordinates efforts with the Purchasing and IT departments. Tests E-Show for content and accuracy.

Maintains the website image library including uploading/removing images from live website database and image FTP site. Assists with oversight of the master image library. Obtains images and prepares files for various media forms and archives images using established naming standards.

Monitors analytic performance for email marketing releases and campaigns.

Assists with any special projects as assigned by the Director of Marketing.

Works closely with the IT department and outsourced website developers.

QUALIFICATIONS:

The Digital Designer and Communications Specialist must have a bachelor's degree or its equivalent with at least 3 years of experience in the field or in a related area. This individual must be familiar with standard concepts, practices and procedures within the field with experience in email marketing and must be willing to stay current on trends in the technology industry. The Digital Designer and Communications Specialist must possess substantial experience with modern Macintosh and PC computers and software. Proficiency with Adobe Creative Suite, Dreamweaver, HTML, XML, and CSS is required. Must be familiar with Photoshop, Illustrator, and InDesign and be willing to learn and expand website development skills. Front end development experience preferred.

Physical demands – This position requires occasionally lifting up to 35 lbs. Specific vision abilities required by this job include: close vision, depth perception and ability to adjust focus. This position requires individual to regularly sit, talk and hear and also requires the use of hands to finger, handle, feel and reach with hands and arms. This position is located in an office environment. Occasional travel is required.

The physical demands of this job are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

DUTIES AND RESPONSIBILITIES MAY BE ADDED, DELETED, OR CHANGED AT ANY TIME AT THE COMPANY'S DISCRETION, FORMALLY OR INFORMALLY, EITHER VERBALLY OR IN WRITING.