**Specialty Products Company**

**Job Description**

**I. Position:** Website, Graphics and Advertising Manager

**II. Department:** Marketing and Communications

**III. Report To:** Vice President of Sales & Marketing

**Summary:** This position has primary responsibility for brand building through Web Sites and Advertising. Position will manage and support a department/team responsible for company advertising, digital catalog content, graphics, press releases, printing, social media, and trade shows.

**IV. Roles & Responsibilities**:

**Primarily responsible for:**

*Web Sites* - Designing, coding, content management and updating the company’s multiple web sites.

* + Plan, implement, manage, monitor and upgrade the organization’s multiple websites, external and internal, with a emphasis on user experience
  + Create strategies to increase SEO and web/social media interaction
  + Monitor, assess and report on online content performance
  + Manage site content including content created by multiple teams
  + Manage online campaigns, including social media, track ROI
  + Be able to maintain current sites using MySQL, PHP, CSS, WordPress (CMS), Joomla, HTML/HTML5

*Advertising* - Budget, plan, create, place, track and archive print and digital media

*Corporate Branding* – Plan and direct corporate branding initiatives and policy

*Management of department –R*esponsible for leadership, training/developing, hiring/firing, and managing team while meeting departmental objectives, and goals, within parameters of company budgets, policies and practices.

Other duties as assigned and required

**Manage and support team responsible for:**

*Advertising* – Production of print and digital advertising, copy creation, visual concept creation, and installer communications

*Digital catalog content* – Managing digital catalog content across a wide variety of platforms to include ACES and PIES

*Graphics* - Planning, designing, shooting photos, producing illustrations, proofing and producing all graphics for external and internal use

* + Catalogs, Instruction Sheets, Flyers
  + Signage, Labeling and Packaging
  + Promo items, Point-of-Purchase, Presentations

*Press Releases* - Prepare and distributing press releases to appropriate publications and online outlets

*Printing* - Preparing files, getting quotes, proofing and press checking printed material

*Social Media* - Producing content, posting, tracking

*Trade Shows* - Scheduling, designing physical booth layout, designing booth graphics, making reservations, scheduling shipping, integrate products, coordinate and order on-site services and materials, and attend specific trade shows

**V. General Requirements:**

**EXPERIENCE**

* 5+ years in graphics/digital media managerial positions desired.

**SKILLS, KNOWLEDGE, & EQUIPMENT**

* Web site management/creation skills necessary using MySQL, PHP, CSS, WordPress (CMS), Joomla, HTML/HTML5
* Portfolio
* Automotive enthusiast or aftermarket automotive experience preferred
* Fluent in Adobe Creative Suite, Microsoft Office
* Excellent organizational and communication skills
* Self motivator, ability to handle many diverse tasks

**CERTIFICATES, LICENSES, & REGISTRATIONS** None required.

**VI. Physical Requirements:** While performing the duties of this job, the employee is regularly required to use a computer; reaching with hands and arms; and talking and hearing. The employee is occasionally required to stoop, kneel or crouch. Travel is anticipated for this position – by car, airplane or other methods. Lifting of up to 50 lbs. to include moving of trade show displays is required. Specific vision abilities required by this job include close vision and ability to adjust focus.

**WORK ENVIRONMENT**

As a manager, this position works on-site, in an office setting, during regular business hours of 8-5, M-F, and as needed to meet the needs of the business and to accommodate travel. Travel is estimated at 0-10%.

**I am able to perform the essential duties of this position with or without a reasonable accommodation:**

If any accommodation has been requested, reviewed and authorized, indicate below:

**Employee Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date:** \_\_\_\_\_\_\_\_\_\_\_\_