

POSITION: GRAPHIC ARTIST DEPARTMENT: SALES

REPORTS TO: SALES MANAGER/GENERAL MANAGER

POSITION PURPOSE

Direct the production of all POS materials requested by GPD accounts in a reliable, timely fashion.

PRINCIPLE ACCOUNTABILITIES

1. Communicate with sales managers and salesmen concerning POS needs for their accounts, and provide support and solutions that aid the marketing of GPD products.
2. Maintain a digital library of current POS materials for our portfolio of products, and create new material within each brand's individual guidelines to provide for any needs that corporate created POS doesn't meet.
3. Manage and prioritize the workflow of all print shop products, and communicate effectively the deadlines and special needs of whatever orders are turned in to minimize turnaround time of all sales needs.
4. Maintain the inventory of the print shop, anticipating needs before they arise to prevent delays. Stay aware of production costs and provide the most cost-effective solutions for GPD printing needs.
5. Foster and maintain a healthy, productive work environment for all employees who work in the print shop. Communicate effectively the expectations and responsibilities of each print shop employee.
6. Assist salesmen and merchandisers in the installation of displays and printed materials when necessary.
7. Know and respect all printing restrictions regarding, TABC rules and regulations, copyright infringement, and brand guidelines.
8. Sustain a flexible attitude, being able to meet ever-changing needs through creative ideas that effectively assist in the sale of our products.