



MARKETING SPECIALIST - GRAPHICS

ARE YOU CREATIVE WITH DESIGN EXPERTISE AND STRONG COMMUNICATION SKILLS? - LUDA FOODS IS LOOKING FOR YOU TO COMPLETE OUR TEAM

Job Description:

Design and layout promotional materials and product labeling. Develop and execute marketing campaigns in collaboration with the sales and marketing teams. Manage our product database, photo library and document library.

As our Marketing Specialist - Graphics, you will:

- Prepare and proofread labels.
- Design and print flyers, forms and documents.
- Plan and prepare advertising and promotional material.
- Create ads for magazines and website banners.
- Verify and edit preliminary as well as final proofs.
- Enter data and verify product information in our ERP.
- Coordinate the production of artwork files.
- Collaborate with graphic artists, editors and writers.
- Generate packaging images.
- Document and maintain databases and Company website.
- Coordinate and prepare the quarterly newsletter.

As our chosen candidate:

You are bilingual, with strong communication skills, a technical training (CEGEP) in Marketing, Communication or Graphic Design and a minimum of 2 years of experience. Experience in Adobe InDesign, Photoshop and Illustrator are required. Experience with MS Excel and Salesforce CRM are an asset.

Here are the reasons you will want to work for us:

- Family-firm with a family ambiance: we encourage sharing and networking throughout the company, [and office employees benefit from a flex-time arrangement with core hours].
- Competitive salaries reviewed annually.
- Yearly bonus based on objectives and profits.
- Health benefits features an individual health + dental plan fully paid by the company, and low cost for a family plan.
- Employee assistance program.
- Employee reserve program.
- Group retirement savings plan with an incentive employer contribution annually.
- Company paid training and courses.

About LUDA Foods:

LUDA Foods has been crafting soups, sauces and seasonings for the food service and industrial markets since 1951. A third-generation, family-owned company, we are humbled by the long-standing



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trust North American chefs, buyers and their organizations have had in our LUDA brand line of dry mixes and refrigerated concentrates as well as the many custom private label products we have developed. And all of them are made-to-order, right here in Canada.

LUDA Foods' specialties include gluten free, vegetarian, sodium reduced, Halal, Kosher, and clean label. Our manufacturing facility is HACCP and GFSI certified under the SQF referential, and all products comply with the GS1 FS3 certification. What is more, we are a CFIA meat and fish registered establishment with daily inspections.

Thank you for applying to LUDA Foods.

Send your resume to cv@luda.ca. Only applicants meeting our requirements will be contacted, however, even if you don't hear from us, your resume will be kept on file for future opportunities.

Summary:

Location: Within 50 km of Pointe Claire
Industries: Manufacturing; Foodservice
Job Type: Regular, Full-time