



MARKETING COORDINATOR - 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 Coordinator, you will:

- Prepare labels (including proofreading customer-supplied labels and getting customer approval). Ensure all labels (including customer-supplied) respect Canadian and/or any country of export regulations.
- Creation of templates to automate labels using available scripts and creation of styling.
- Review production schedule on a weekly basis to ensure that all labels are ready to avoid production lags
- Design, review and print flyers, recipes, logos, Point-of-Sale (POS) material, internal communication pieces and banners using desktop publishing software to produce press-ready or internet-ready art.
- Review all POS and presentation material in Salesforce on a quarterly basis (3 months) and update when necessary.
- Design retail packaging and supervise entire process from inception to conception, including printing process and review.
- Data entry and verification of product information in QUBE - Enterprise resource planning including nutritional and marketing information such as serving suggestions and benefits
- Maintain GS1 product and picture database as well as customer databases when required.
- Use computer software to generate packaging and 3D images.
- Convert various types of files for printing or for the Internet, using computer software.
- Send master artwork files to printer or media company for production.
- Create ads for magazines and website banners.
- Enter all contracted advertising and marketing activities into the Marketing campaign database
- Collaborate with graphic artists, editors and writers to produce master copies according to design specifications.
- Maintain archive of images, photos, or previous designs.
- Maintain www.luda.ca and www.retail.luda.ca web site up to date with occasional HTML and CSS coding required.
- Replace other positions when required as identified on the Organigramme | Organizational chart



Advertising and Promotion:

- Coordinate and maintain the list of active campaigns in Salesforce CRM - Customer Relationship Management system
- Verify and approve invoices for promotions and advertising with media vendors
- Maintain library and inventory of promotional tools; place orders for promotional materials
- Plan and prepare advertising and promotional material, working with customers, sales departments, and advertising agencies, including photoshoots.
- Create bi-weekly MDATA, monthly retail brokers newsletter and Quarterly Trend Reports
Read and create summaries from list of unpublished MDATA's. Create PDF to be circulated amongst LUDA team.
- Coordinate video shoots, setup and filming of short videos.

As the successful candidate:

You are bilingual and have strong communication skills with a technical training (CEGEP) or graphic arts experience minimum 2 years experience.

You must have knowledge of Adobe InDesign, Photoshop, 3D software and Illustrator. Experience with MS Excel and Salesforce CRM are an asset.

Here's why you'll want to work for us:

- Family business with a family atmosphere: we encourage sharing and networking throughout the company [and office staff benefit from a 'flex-time' agreement with core hours].
- Competitive salary reviewed annually.
- Annual bonus based on targets and profits.
- Health benefits include an individual health + dental plan fully paid by the company and a reduced cost for a family plan.
- Employee assistance program.
- Employee reserve program.
- Group retirement savings plan with an annual employer incentive contribution.
- Company-paid training and courses



Aliments LUDA Foods Inc.
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About Aliments LUDA:

Aliments LUDA has been manufacturing soup bases, sauces and seasonings for the food industry and industrial markets since 1951. Family-owned and operated, we are deeply grateful for the trust that North American chefs, purchasing managers and their organizations have placed in our LUDA line of dehydrated formulas and chilled concentrates, as well as our many in-house brands of specialty products, for three generations. All are made to order, right here in Quebec.

Aliments LUDA specialties include gluten-free, vegetarian, low-sodium, halal, kosher and "clean label" products. Our manufacturing plant is HACCP and GFSI certified to SQF standards, and all our products are GS1 FS3 certified. What's more, our facility, inspected daily, is CFIA-approved for meat and fish.

Thank you for applying to Aliments LUDA.

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

Summary:

Location: 6200 Trans-canadienne Pointe-Claire, Quebec Canada H9R 1B9
Industries: Manufacturing, Food Service
Job Type: Full time 40hrs/week