



King Industries, Inc.
Job Description
Technical Marketing Associate and Graphic Design

Location-Norwalk CT

King Industries, Inc. is actively looking to hire a Technical Marketing Associate and Graphic Design within the Marketing department. Ideal candidates should have a Bachelor's degree in communications, marketing, graphic design, or a related field, with 3-6 years of experience. Responsibilities will include supporting company's marketing strategy through design and brand consistency, responsibility of creating content for use in print advertisements, brochures/flyers, websites, social media, emails, and more.

1. Skills Required:

- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign) and Microsoft Office (Publisher, Power Point, Excel).
- Experience and knowledge in Adobe Premier or similar video editing software is preferred.
- Advanced graphic design and production skills of both digital and print materials.
- Strong time management and organizational skills.
- Capable of working to tight deadlines and planning workload.
- Positive attitude and eagerness to learn.
- Equally adept at working in a team and independently.

2. Education and Experience Requirements:

- Bachelor's degree in communications, marketing, graphic design, or a related field,
- 3-6 years' relevant experience.
- Tradeshow experience preferred.

3. Duties and Responsibilities:

- Support company's marketing strategy through design and maintain brand consistency.
- Create content for use in print advertisements, brochures/flyers, websites, social media, emails, displays and more.
- Assist and support tradeshow and conference activities, which will include air travel and tradeshow booth coordination.
- Maintain organization of graphic files and assets for projects.
- Help achieve successful results in a timely manner.
- Assist the Marketing Communications Manager in the creation of trade show design and pre/post show promotions.
- Assist the Marketing Communications Specialist in the creation of internal communications
- Partner with appropriate departments to ensure marketing collateral is meeting their needs and goals.
- Maintain an awareness of King's target markets and competitive positioning of King Industries and King's key product lines.

- Maintain a general knowledge of King Products across all divisions.
- Participate in company wide effort to promote Quality Assurance in compliance with ISO and maintain a general knowledge of ISO requirements.

To apply for this position, please submit your cover letter and resume to vcrichardson@kingindustries.com.