



## Job Title

# Graphic Designer and Marketing Coordinator

## About Polyga

Polyga is a manufacturer of 3D scanners and 3D measurement software. We build structured light 3D scanners and software that meet complex 3D imaging requirements. Our line of 3D scanners and scanning software are a trusted brand of 3D imaging solutions used worldwide for a variety of industrial applications. We're looking for others to join us who share this passion.

## Job Summary

We are looking for a Graphic Designer and Marketing Coordinator who will own several responsibilities for a fast-growing company.

The candidate needs to be agile and should be able to handle a broad job scope. Our business in 3D vision is a complex topic and we are looking for someone who can clearly communicate the value and capabilities of our products to our target customer base.

The primary focus will be on the creation and design of digital marketing content that is suitable for web, digital and other media channels. You will be creating unique, cohesive and professional graphic designs for a number of media channels. This position will be responsible for the development and execution of Polyga's digital and traditional marketing efforts to generate sales leads.

This candidate will also work with our engineering team to create technical product collateral, corporate branding, and educational materials. Experience working with technical products and being comfortable with technology will be a critical requirement.

## Responsibilities and Duties

- Create digital assets for our website, brochures, online ads, social media, email marketing and other media channels
- Create technical content (website updates, brochures, case studies, technical documentation, presentations, videos)
- Creating compelling copy for search, social, blog and email campaigns that get results



- Develop, implement, and track marketing programs such as email, social media, or digital 'campaigns
- Monitor the company's social media accounts, communicate with users, respond to queries in a timely manner and monitor customer reviews

### **Requirements**

- Bachelor's degree or Diploma in Graphic Design, Marketing, Communications or relevant discipline
- Proficiency in product photography, video and image editing and various software products
- Strong knowledge of web technologies including using WordPress, HTML, CSS and JavaScript
- Strong written, verbal and collaboration skills
- A technical background in working with 3D graphics assets
- Digital marketing experience with Google Analytics, pay-per-click advertising

We thank all applicants for their interest; however, only short-listed candidates will be contacted.

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