

## **Advertising Co-ordinator - Job Standards**

Job Standards include: (Note: this is a representative list only - complete list provided with purchase)

### KNOWLEDGE OF WORK:

- Has sound knowledge of desktop publishing technology, and can produce camera-ready artwork
- Understands what a organization, its philosophy, its mission and goals, and customer-service aims
- Has a basic understanding of organization products and services
- Knows how production houses operate, mechanical requirements, input/output considerations, and what must be done to facilitate a timely turn around of advertising materials

### QUALITY OF WORK:

- Produces high quality, mechanically perfect, camera ready documents, in accordance with production schedules
- Reviews proofs prior to production run and edits before final approval
- Obtains, and continuously updates pricing data from various production houses
- Insures organization obtains highest quality and competitive price for all production

### QUANTITY OF WORK:

- Works in accordance with the requirements of the production schedule; meets deadlines
- Creates high quality media for internal reproduction
- Assists Marketing Manager and Marketing Coordinator with tasks as might be assigned from time to time, without sacrificing production schedule

### COOPERATION/RELATIONSHIPS:

- Works cooperatively with all persons involved in the production process
- Maintains schedule to ensure production can occur in a scheduled manner
- Looks for way to help others in the Marketing Department
- Provides a positive perspective on visual art development