



WEB DESIGNER

We are **SOTA Instruments**, and we've been growing our business in BC since 1996. Our team is looking for a **Web Designer** as well as Graphic Design to spearhead our design and branding efforts.

From conception to execution this role does it all – creating content that visually tells the story of SOTA and our products. The Web Designer will oversee and work closely with our Creative Team to produce engaging and educational materials to **inspire people about the SOTA Products**.



The right candidate finds joy in **working collaboratively** with a team. They are **creative**, think outside the box and are **passionate about Natural Health**. With experience in a broad spectrum of media, they know exactly what elements are needed to visually express who we are as a company. They have over **five or more years experience** managing a creative team and overseeing multiple projects with tight deadlines ensuring quality and timely delivery. They are well versed in the entire Adobe Creative Suite, Corel Draw, DaVinci Resolve, Figma, TeleportHQ and Microsoft Office. Experience with Email Marketing is essential with a good understanding of software such as Mailchimp, Aweber and BeeFree. This position also requires someone with a solid knowledge of Social Media platforms including but not limited to Facebook, Instagram, YouTube, Vimeo, Tik Tok and Rumble.

The Web Designer must have a **Bachelor of Arts degree** and an expansive portfolio of **creative and captivating designs** that still maintain a level of **professionalism**. This position will develop and create visually appealing and functional websites using various software tools. The web is our primary tool for connecting with customers - and you will create social media presence, training videos, email templates and campaigns and webinars ... just to name a few. When it comes to web design – you know user experience is number one. **Everything we do at SOTA is for our customers** – it is our goal to make their experience as easy and

heartwarming as possible.

For the right person, we offer a **good wage** (\$36.50/hr) and **excellent hours**. Plus you get to work in a fresh and modern office in downtown Penticton (with a **rooftop patio!**) one block from Okanagan Lake. This is an in office position which will require you to reside in the Penticton area. We will not be accepting remote work application.

If contributing to the wellness of others by creating and refreshing our visual presence excites you - drop off your resume, cover letter and portfolio (physical/USB/website link) to 101 - 161 Ellis St in Penticton or email us at opportunity@sota.com. Please write a **cover letter from your heart**. Tell us what about this position interests you and why you want to work with the SOTA Team. Our office is open 8am - 4pm Monday to Friday.

Our office is a **dog friendly**, smoke-free and fragrance-free work environment.