



JOB TITLE Graphic Designer
DURATION Full Time
REFERENCE #MKT134

OVERVIEW

If you enjoy working in an informal and innovative atmosphere, day dreams about creative graphic design and love to ride bikes then we need you at Easton Cycling. We are a premium global cycling component brand and need a dedicated professional to take on an evolving graphic design role. This is a rare opportunity to collaborate with marketing, product designers, engineers, and professional athletes in a respectful team-based environment.

RESPONSIBILITIES

- Graphics Execution: Execute on original graphics packaging for components, clothing and protection applications under the design direction of the product manager.
- Product Specification Packages: Build/finalize spec packages to include application instruction, artwork dimensions, pantones, etc.
- Packaging design: Create/Update product packaging, hangtags, header cards, care/content labels, as needed.
- Ad Direction/Layout: Contribute to Ad conceptualization and execute on the creation of final deliverables of the ad campaign (print, web, video).
- Product Catalog: Design catalog layout, coordinate and create all assets (i.e. copy translation, product renderings, product images etc.), negotiate quote and liase with printer. Support the development of digital catalog.
- Web Site: Ensure web site is current by updating all product specs, reviews, web banners, video edits in a timely manner. Communicate with programmer.
- Image Library / FTP: Assist in maintaining lifestyle & product image database.
- Tradeshow: assist in the coordination of scheduled tradeshows i.e. create the customer experience, map out booth layout, design signage and other necessary marketing materials
- Create miscellaneous marketing collateral as needed: Letterhead, business cards, price sheets, posters, tradeshow booth & POS signage, etc.

REQUIREMENTS

- 5+ years experience in a progressive graphic production environment.
- Expertise in Commercial Design Software: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat), video editing software. Basic HTML, PHP coding and photography skills are also assets.
- Experience in Print/Web Procurement: Understanding of prepress requirements, communicating with programmers, managing/updating web site database.
- Marketing Experience: Tradeshow display development, photo shoot coordination, catalog creation, knowledge of online marketing via external sites, forums and social media penetration.
- Communication Skills: Excellent verbal, written and presentation skills. Ability to create technical product copy for web and print, press releases, design briefs, ad copy.
- Highly organized, creative and able to juggle many projects simultaneously.
- Strong knowledge of the mountain bike industry or professional racing experience is an asset.

Please send resume, cover letter and portfolio links to job134@raceface.com