

Jr. Brand Designer

Make your mark. Join us at PLAE.

You're more than just the job you do, and we're more than just a company that makes rad shoes. PLAE enables people to be who they are and do what they love—wherever, whenever. We do that by making stuff that is better, cooler and more fun to inspire people to make their mark on the world. We believe fervently in the power of play and are driven by the desire to make play accessible to everyone, regardless of age or ability. We approach challenges through the lens of kid-thinking, forgetting about what is or isn't possible and just focusing on making the best stuff, doing the most for our community, and having a ton of fun while we're at it. We look forward to you joining us.

RESPONSIBILITIES

- Help the world understand PLAE's vision and mission
- Work closely with PLAE's Designers and Marketers to amplify the brand across the globe
- Design innovative materials that clearly differentiates our brand and unique products
- Craft user-focused positioning and assets for brand and products across all direct channels including website, online, social, mobile, email, etc. – basically all customer touch-points
- Contribute to digital marketing campaigns
- Organize and manage post production assets within Digital Asset Manager
- Drive brand consistency across all marketing communications

DESIRED SKILL & EXPERIENCE

- Bachelor's degree in Design, Advertising, Marketing Communications or similar field
- 1-2 years related experience; or equivalent combination of education and experience
- Solid portfolio that showcases excellence in design, creative, and photography
- Expertise in Adobe Creative Cloud - Photoshop, Illustrator, etc.
- Lightroom or other Digital Asset Management experience is a plus
- HTML/CSS and any front end website development is a plus
- Extreme attention to details
- Social media (Facebook, Instagram, etc.) and email marketing experience is a plus
- Ability to stay current with new digital advertising technologies
- Strong written and verbal communicator with an ability to work in a team environment
- Strong analytical and quantitative skills
- Self-directed with an ability to meet deadlines and prioritize workload
- Previous e-commerce or online retail experience a plus

If you are passionate about becoming a hands-on team member and helping create an enduring consumer brand with phenomenal commercial success, contact us at jeff@plae.co. Please include portfolio examples that showcase your exceptional talent.