

## **Job Description: Jr. Brand Designer**

This is an extraordinary opportunity for the right candidate to contribute meaningfully as we build the first digitally native next-gen lifestyle brand. Our Jr. Brand Designer will play a key role in the growth of PLAE globally, as well as within our ECom team. You will be responsible for executing the day-to-day marketing and production activities needed to support PLAE's rapid growth in all markets and channels.

The ideal candidate is incredibly detail-oriented, organized and responsible, yet flexible in responding to the business needs. You're a rock star at juggling multiple tasks, and staying exceptionally organized along the way. This job is a healthy combination of left and right brain. Like all members of the PLAE team, you need to embrace and be a champion of PLAE's values including achieving big things, demonstrating the highest level of respect and integrity, teamwork, and most importantly - having fun.

### 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
- 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, 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 is a plus
- Extreme attention to details
- Copywriting skills 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](mailto:jeff@plae.co). Please include portfolio examples that showcase your exceptional talent.