



Graphic Designer – Dallas, TX

A LITTLE ABOUT US

We build the Springfree Trampoline because we believe backyards should be a place for safe play. Springfree's innovative design is the world's safest, highest quality, and longest-lasting trampoline supported by a full 10 – year warranty. Springfree is part of the Goba Sports Group, committed to encouraging people to Go Outside and Be Active.

Springfree Trampoline sells direct-to-consumer on our website, has retail stores in 5 cities in the US as well as several pop-up locations. We are also available for sale at authorized dealers, national e-tailers, and retailers as well as Amazon. Our USA office is located in Plano, Texas; our Corporate Headquarters are located in Toronto, Canada. We also have offices in China, Australia, and New Zealand.

WORK LOCATION

This role requires a minimum of 2 days per week at the Springfree™ Trampoline – Plano Office and up to 3 days per week of remote working.

PURPOSE OF POSITION

The Graphic Designer is responsible for creating and developing visual solutions that support the North American marketing team in the effective visual representation of the Springfree Trampoline brand. We are looking for an intermediate-level Graphic Designer (5+ yrs. experience), who will develop dynamic visual solutions across a variety of communication platforms (web, social media, web, print, retail displays, and more). You will be accountable for creating and developing visual solutions that will influence the evolution and growth of the brand in the US, Canada, and globally. You will use your strong creative skills as a key member of the North American marketing team, and additionally, work closely with the Global Growth Marketing Team.

POSITION ENVIRONMENT

The position of Graphic Designer, North America is based in Plano, TX, and reports directly to the Marketing Manager, USA. This role requires a mix of creative and technical skills. Besides being an integral part of the USA & Canadian Marketing Team, you will partner closely with the Growth Marketing Team, based in Toronto, Canada.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Translates business and marketing goals into appropriate and consumable visual content for the target audience(s) and contributes to brand development with fresh creative thinking
- Ensures consistency and integration of message, branding, creative and content across marketing initiatives
- Works closely as part of the North American Marketing Team to deliver effective design solutions
- Collaborates with the Growth Marketing team to conceptualize and optimize the visual content of the Springfree website and online advertising assets
- Designs and produces creative assets across brand campaigns, promotions, events and content, including but not limited to: email marketing, social media, SEM, website, video, internal communications, merchandising, and store signage/POP
- Manages project timelines and deliverables to internal and external partners
- Conveys, supports, and protects our brand identity.
- Assists in the management of the Springfree Trampoline Brand Guidelines including redevelopment and review when required.

Please forward an updated resume & portfolio to hr@gobasports.com

SKILLS, KNOWLEDGE, AND ABILITIES

- Passionate about keeping up on the latest trends in design, branding, and advertising
- Creative and innovative with superior attention to detail
- Effective under pressure, and able to meet tight deadlines when required
- Self-motivated, confident, energetic, with an ability to deliver creative and original ideas
- Excellent communication skills and the ability to collaborate with multiple stakeholders
- Strong knowledge of design fundamentals; typography, layout, and preparing final artwork for print.
- Ability to understand and interpret briefs, and think critically to execute independently in a creative and strategic manner.
- Able to demonstrate 'hands-on' experience where you have managed several projects and shown flexibility through feedback.
- Critical thinker/problem solver
- Superior Adobe creative suite skills, particularly, Photoshop, Illustrator, and InDesign
- Strong video production, editing, and animation skills including a sound understanding of social platform video requirements.
- Experience with Premiere Pro, Final Cut Pro, After Effects, or similar video editing programs
- Experience with using email platforms such as Campaign Monitor and MailChimp
- UX experience
- Sound Microsoft Office skills in Word, Excel, Outlook, and PowerPoint.
- Experience using project management cloud software – or a quick learner!

EDUCATION AND EXPERIENCE

- Bachelor's degree in Graphic Design (or equivalent) and an excellent understanding of the latest design and digital trends.
- Minimum 5 years of experience in relevant graphic design, preferably in house
- Proven track record of success in creative delivery
- Updated portfolio that shows your various mediums of work
- Direct-to-consumer retail experience is a plus
- Children's product experience is a plus

Please forward an updated resume & portfolio to hr@gobasports.com