



POSITION: Digital Designer – Electric

JOB SUMMARY:

As a member of the Electric Ecommerce & creative team, you will produce & oversee digital experiences that maintain brand consistency & increase engagement. You have a passion for user experience & graphic design, a firm knowledge of best practices, and you make data driven decisions. As a digital graphic designer, you will work closely with the Creative Director to ensure brand consistency with all creative. You will work with Ecommerce and Marketing partners to help develop and complete engaging campaigns. You are regularly bringing new ideas to the table and seeking to push the limits of creativity within the digital space.

DIGITAL DESIGNER RESPONSIBILITIES:

- Design, Build & Send Email Marketing campaigns in Klaviyo
- Design Performance Marketing Ads that live in Facebook, Instagram, Google Display, etc
- Design Website Landing Pages & new Site Experiences for both Mobile & Desktop
- Deliver on-time to monthly digital calendar workflow
- Work cross-departmentally to align strategies and goals
- Stay up to date with best practices for digital platforms

KEY COMPETENCIES:

- 3+ years experience in Digital Design
- Experience with direct-to-consumer creative & messaging
- Knowledge of web analytics to make data driven decisions
- Knowledge of digital design software: InDesign, XD, Creative Suite, Figma
- Experience with Klaviyo a plus
- Video & motion graphic editing a plus
- You are passionate about design & delivering great results
- Creative thinking digital-first designer with strong conceptual and graphic design skills.
- Creative – Ability to present new ideas to the team
- Resourceful – Can identify problems/opportunities and solve them
- Desire for both personal and professional growth
- Open minded, team player that can work with teams for Brand's best interests

TEAM – We only win as a team. Working at Electric often means helping your fellow co-worker to achieve their goals as well as yours. We put a high value on honesty, integrity, work ethic, and respect.

FUN – Electric is a team that likes to have fun. We don't take ourselves too seriously, but we do take our business seriously. We celebrate our successes as a team and bringing a positive, fun attitude to our work environment is paramount.

ENTREPRENEUR – Our brand was built on the entrepreneurial spirit and we maintain that today. We are scrappy, crafty, and take calculated risks to grow our business. We are looking for someone to join our team that shares this type of aggressive, go-getting attitude.