



JOB POSTING

Junior Graphic Designer

March 2020

Brooklyn Tweed is seeking a qualified graphic designer in Portland, Oregon for a full-time position beginning April 2020.

This role's primary functions revolve around production layout and design for a variety of marketing and pattern materials at Brooklyn Tweed. This position coordinates organizational systems for digital assets at BT (photography archive, social media assets, patterns, marketing and additional promotional materials, miscellaneous printables, etc.).

This is a full-time, non-exempt salaried position with benefits and reports to Brooklyn Tweed's headquarters in Portland, Oregon Monday through Friday.

We are seeking creative candidates with a high level of organizational skills and a strong work ethic who are highly communicative team players and interested in working for a small business in the handmaking industry. A strong understanding of Brooklyn Tweed's ethos and brand aesthetic is required for this position, as well as documented experience with using standard graphic design software (including Adobe InDesign, Illustrator, Photoshop and Lightroom).

If you are a self-motivated person with experience in graphic layout and design and an interest in knitting, design, and slow fashion, this position will be a good fit. Ideal candidates will exhibit an energetic, positive demeanor; perform well under time pressure; and enjoy working with a team of thoughtful, dedicated individuals.

See the following pages for a description of job responsibilities, application submission guidelines, and application form.



ESSENTIAL JOB RESPONSIBILITIES

- Primary production layout for all graphic and marketing materials at Brooklyn Tweed, including patterns, social media marketing, wholesale marketing materials, print and online advertising, yarn wraps and shade cards, editorial lookbooks, and miscellaneous print materials
- Layout weekly BT e-mail newsletters; maintain and update MailChimp templates and sign-up forms
- Create blog and website assets for Marketing Team and graphic assets for Videographer as requested
- Create original illustrations for pattern and marketing materials as needed
- Develop packaging and product design for Brooklyn Tweed products (yarn, knitting kits, shade cards, etc.) and coordinate execution of product printing and production
- Create miscellaneous printables (gratitude cards, knitting kit coupons, free pattern coupons, yarn lot labels, shade card coupons, shade card inserts, etc.) as needed, handling in-house printing and cutting or overseeing production via an external printer as applicable. Maintain inventory of printables.
- Digital asset management (e.g. maintain Lightroom catalogs, keywording and tagging for all Brooklyn Tweed photoshoot imagery). Maintain familiarity with image/asset archive for continued use in layout and design.
- Maintain knowledge of brand message, demographics, market info and other pertinent information for design and marketing projects
- Maintain knowledge and awareness of on-going trends in print, online, email, and other marketing media
- Primary point of contact for all printing partners; prepare and place print orders (including uploading assets, proofing all materials for accuracy, and re-submitting edited files) as needed for all company printed materials
- Maintain website image asset improvements and refreshes on an ongoing basis
- Assist with Brooklyn Tweed's errata publishing process, correcting digital files as needed in a timely fashion



POSITION INFORMATION

- **Position Type:** Full-time salaried, non-exempt (40 hours per week)
- **Work Schedule:** Monday through Friday, 8:30AM to 5PM
- **Location:** Portland, Oregon
- **Benefits:** Paid Time Off, Health Insurance, 401k, Employee discounts on Brooklyn Tweed products
- **Posting Date:** March 9, 2020
- **Target Hiring Date:** April 2020

BASIC REQUIREMENTS

Education & Experience

- Bachelor's Degree or equivalent
- 3 years of in-house/agency graphic design experience or equivalent
- Basic knitting knowledge strongly preferred but not required

Computer Skills

- Proficiency with Adobe Creative Suite (InDesign, Illustrator, Photoshop & Lightroom)
- Proficiency with cloud file storage (Dropbox, etc.)
- Proficiency with general email and internal office messaging systems
- Familiarity with the Mac platform required
- Minimum 60 WPM typing proficiency

Personal and Professional Skills

- Strong work ethic; a self-starter who is motivated to take initiative starting and implementing projects and able to see them through to the finish
- Highly organized, takes a detail-oriented approach to all tasks
- A team player with the ability to communicate effectively and foster positive, professional relationships with collaborators and colleagues
- A creative, "thinks-outside-the-box" approach to problem solving
- A strong understanding of Brooklyn Tweed's brand aesthetic and ethos



HOW TO APPLY

Email the following materials to jobs@brooklyntweed.com:

1. Résumé and cover letter (PDF format)
2. Completed application form (PDF format) — see page 5
3. Portfolio showing examples of current work (digital, web, print); this may be submitted digitally or via your web site if applicable
4. A list of three professional references

Applicants who are being seriously considered for the position will be contacted by email or phone regarding an in-person interview.



APPLICATION FORM

Please type your answers to the questions below on a separate sheet/sheets of paper.

FULL NAME: _____

EMAIL ADDRESS: _____

PHONE NUMBER: _____

1. Why would you like to work for Brooklyn Tweed?
2. What are your strengths? What are your weaknesses?
3. How do you ensure a high level of communication is achieved on a day-to-day basis with your supervisor and/or other team members?
4. Tell us about your past professional experiences in graphic design. What about this experience makes you uniquely qualified for this role?
5. What are your career goals?
6. Why do you think you are a good fit for this position at this company?
7. What types of organizational systems or methods do you use, if any, to efficiently manage your workload and schedules?
8. In your own words, how would you describe Brooklyn Tweed's brand aesthetic and ethos? How do you think you can contribute to the brand's future development?
9. If applicable, what is your history as a knitter, handmaker or fiber artist? How would you describe your level of knowledge/experience with knitting, yarn and textiles?
10. How did you hear about this job opening?