



## **PHOTOGRAPHER / PHOTO EDITOR – Fort Collins, CO**

Topo Designs, LLC makes classic outdoor gear inspired by who we are and where we live. We value simplicity and connectedness with the things we own.

### **Description:**

The Topo Designs Photographer/Photo Editor will work with the Brand Marketing and Creative teams to create and prepare photographic images for a variety of published mediums. The Photographer will have the working knowledge with various photographic equipment, lighting and editing techniques. Responsibilities also include managing the process of post-production, organization and distribution of image files. The Photographer reports to the Director of Marketing and needs to possess strong photography skills (including but not limited to product, lifestyle, and event documentation), and must show independent initiative and problem-solving abilities, dependability, respect, and accountability. They also must have excellent interpersonal and organizational skills. Experience in the outdoor, fashion and/or apparel industry is a plus.

Organization is the key component of this job, with regards to planning, sample inventory, and assets in our Digital Asset Management system (DAM). This includes key-wording, tagging, file-naming, and file prep. The Photo Editor/photographer will work in close collaboration with the Marketing and Sales teams to ensure assets are delivered on time.

### **Experience/Education Requirements:**

2-3 years photography experience in the outdoor, fashion or garment industry. Working knowledge of various photographic equipment as well as experience with studio lighting and editing techniques. Bachelor's Degree (B.A.) or equivalent work experience. Two years related experience in creative or marketing production environment.

### **Essential Duties and Responsibilities:**

Core duties and responsibilities include the following. Other duties may be assigned.

- Manages process for all photography needs (propping, styling, lighting, photographing, processing and distributing all imagery)
- Photographs all studio product imagery
- Maintains company photo distribution process
- Attend and/or photographs community and corporate events
- Works with Marketing and Creative teams to concept and test new art direction
- Advances job knowledge by reading trade and fashion publications
- Explores opportunities to add value to the brand
- On-site asset management responsibilities (30%)



### **Essential Duties and Responsibilities (continued):**

- Checking quality and technical specifications, as well as file transfer for all overflow and vendor supplied content (30%)
- Retouching and file management of images (20%)
- Pre-production preparation of studio and field shoots (samples, logistics, etc.) (20%)
- Keep up on daily workload in a fast-paced environment while maintaining high standards
- Ability to manipulate image files to meet standards if necessary
- Respond to user questions for DAM: including access, usage and deletion requests
- Responsible for preparing, processing, distributing and archiving all digital assets and content
- Ensure that quality and specifications of digital asset follow brand standards
- Manage images on the servers in an organized manner so that they are available for internal and external use
- Daily problem solving in regard to missing files, incorrect images, completed retouching, etc.
- Provide cross-functional partners with regular asset management status updates and deliverables tracking
- Track each image throughout the production process.
- Execute other asset management projects as directed by the Director of Brand Management
- Partners with Marketing team members to lend time and services when needed

### **Competencies:**

To perform the job successfully, an individual should demonstrate the following competencies:

- Commitment to excellence and high standards
- Excellent written and oral communication skills
- Excellent presentation skills
- Strong organizational, problem-solving, and analytical skills
- Ability to manage priorities and workflow
- Versatility, flexibility, and a willingness to work within constantly changing priorities with enthusiasm
- Ability to work independently and as a member of various teams and committees
- Proven ability to handle multiple projects and meet deadlines
- Ability to deal effectively with a diversity of individuals at all organizational levels
- Good judgement with the ability to make timely and sound decisions
- Creative, flexible, and innovative team player
- Ability to conceptualize creative concepts
- Ability to direct and recommend cost-effective creative solutions
- Passion, enthusiasm, focus, creativity, and a positive outlook



**Skills:**

- Works well under pressure and deadlines
- Comfortable with change and an open and collaborative environment
- Knowledge of cataloging and metadata standards
- Working knowledge of modern cloud-based communication and project management systems
- Quick grasp of project parameters, brand standards and guidelines
- Proficient in Adobe Lightroom, Photoshop, Illustrator, InDesign and Acrobat
- Intimate knowledge of outdoor apparel and equipment
- Possess true team spirit with commitment to the success of the company and interested in maximizing the performance of our marketing and creative teams
- Working knowledge of project management best practices
- Understanding of online project management systems such as Basecamp, etc.
- Motivated self-starter with demonstrated ability to prioritize and manage multiple tasks
- Ability to initiate and follow through on projects in a timely and responsible manner
- Passionate work ethic with a willingness to engage with and love our brand
- Creative flair and enthusiasm for new ideas and concepts
- Ability to coordinate efforts of outside vendors and internal teams

This is a full-time, exempt position. Topo Designs offers health, dental, vision, 401k, Employee Whole Life, and ST and LD Disability Benefits. We also offer PTO time, an Activity Allowance, and a Product Allowance. Please tell us about how you know the brand, and send résumé and salary requirement to [careers@topodesigns.com](mailto:careers@topodesigns.com).