
Company: North Point Brands, LLC, DBA Cheeky Fishing & Wingo Outdoors
Position: Graphics and Content Associate Manager (GCAM)
Job Location: North Adams, Massachusetts. Remote work is possible for the right candidate.

Company Profile:

Founded in 2009, Cheeky Fishing develops, manufactures, markets and sells high performance fishing reels and equipment. The company is a category innovator and dedicated to pushing the limits of product design to create fly fishing equipment that specifically aligns with the demands of a growing demographic of progressive anglers. To that end, the company launched a second brand in 2014, Wingo Outdoors, a manufacturer of accessories and pet products geared towards outdoor and fishing enthusiasts. Cheeky Fishing and Wingo Outdoors are co-located in North Adams, MA and run side-by-side under the parent entity North Point Brands. The GCAM contributes to both brands.

Cheeky and Wingo currently distribute product on six continents through a robust dealer network of specialty fishing, outdoor and “big box” retailers, as well as an online direct-to-consumer platform. Our company culture values a professional and responsible “work hard, play hard” mentality and a relentless passion for business growth. If you can’t maintain a great attitude while contributing to the company’s growth in any way you can, this position is not for you.

For more information on Cheeky Fishing and Wingo Outdoors, please visit our websites at <http://cheekyfishing.com/> and <https://wingooutdoors.com/>.

Job Description:

North Point Brands is seeking a full-time GCAM who will assume a lead role in the company’s graphic design and content creation functions. This position is ideal for individuals who thrive in a fast-paced, entrepreneurial work environment and understand the importance of content and design in a small, fast-growing business.

A strong applicant would have an exceptional creative eye and be able to manage content creation and acquisition. The right candidate will be able to manage and tackle multiple projects simultaneously and independently. The GCAM will work cross functionally within North Point Brands interacting with marketing, sales, and product development.

On average, the GCAM position requires 40-50 hours per week, but the right candidate will be willing to put the time in necessary to get the job done, including working some nights and weekends. Some travel may also be required, particularly relating to fishing/outdoors events and trade shows.

Graphic Design (50%)

- Management of all company graphic design including the conceiving and creation of design files. Graphic design at the company can be grouped in three ways:
 - Marketing: the creation of design files for social media, e-news, website, advertising, media etc. This also includes packaging design.
 - Patterns: editing, templating, and mocking up design patterns to apply to the various products made by the company. This work mainly pertains to Wingo Outdoors.
 - Custom Program: creating and managing custom mock ups and product templates as sales tools for the company's Custom Program.
- Manage and interface with external artists and graphic designers for any supplemental work.
- Work with the product team to develop graphics and imagery for new product design.
- Work with the marketing and sales departments on catalog, POP, and other retailer/consumer facing assets.

Content (50%)

- Lead company's photography and videography efforts, including shoots for both lifestyle and product. Candidate should be a skilled photographer/videographer, but also able to manage and interface with external content creators for any supplemental work.
- Maintain product and lifestyle photography/videography for the full assortment of Cheeky and Wingo products, including asset preparation for new product launches. This includes creating, editing and building industry relationships with content creators.
- Manage product image bank including digital product imagery and templates.
- Assist in managing marketing assets for the company, including the secure and safe digital storage of such assets for easy accessibility by the team. This includes logos, product photography, lifestyle photography, videography and other digital/physical assets.

Qualifications and Experience:

The GCAM position requires a minimum of **2-4 years of work experience** in a related field. While the position is challenging, we do not expect candidates to have prior experience in every area listed above. The position is an opportunity to develop and learn new skills with the mentorship of seasoned business leaders.

If you are applying for this position, you are:

- Professionally trained in graphic design. A degree in graphic design is preferred.
- Expert in the full suite of Adobe products (critical).
- Skilled in photography and videography, including editing both.
- Experienced with social media platforms.
- Interested in developing further career skills.
- Someone with strong interpersonal and communication skills.
- Creative and entrepreneurial

Compensation:

This is a salaried position commensurate with experience and includes competitive benefits.

Application Instructions:

Please submit **a resume and cover letter, as well as, samples of graphic design, photography, and videography projects** to npb@northpointbrands.com as soon as possible. The company will review all applications promptly and interviews will take place on a rolling basis.