



**Graphic Designer**

**Department: Madelinetosh Marketing**

**Reports To: Marketing Manager**

**Status: FT/Salaried**

**Prepared Date: 3/16/22**

At Madelinetosh, we believe passion, originality, and creativity are key to finding fun, rewarding work - and we pride ourselves on all of the above.

Madelinetosh is a hand-dyed yarn company located in Fort Worth, Texas. In 2019, the brand joined the Jimmy Beans Wool family, under owners Laura and Doug Zander. We are a nationally recognized brand throughout the yarn industry, with a focus on spreading the joy of making, strengthening the yarn community, and sharing our passion for yarn and color.

We are looking for a skilled and versatile Graphic Designer to join our marketing team. This team member will be responsible for creating high quality, branded content for our newsletters, website, social media, retail and wholesale teams, in both print and digital formats. As a load-bearing member of our tight-knit (ha!) and high-energy team, you will be responsible for maintaining and promoting our visual identities, balancing ongoing projects, and managing our marketing streams.

This role reports directly to our Marketing Manager daily, and works closely with the full Madelinetosh remote team. We hope you'll come with the same enthusiasm and joy that fuels us, a deep fondness for artisan handworks, and the confidence and skills to join our blended team.

**Responsibilities Include:**

- Collaborating with internal and external content experts to create full-fledged projects, from design brief through production (an often-iterative process!)
- Develop illustrations, logos, and other visual designs within the brand identity for Madelinetosh, such as yarn labels, branded products, and more
- Maintaining layouts and templates within the brand identity to ensure a curated and cohesive product, including knitting and crochet patterns, wholesale documents like price lists, and informative pamphlets for our retailers
- Working alongside our writers to create content for, but not limited to: weekly newsletters, website content, social media pages, print and digital advertisements, and catalogs
- Daily management, content creation, organization and quality audits for the Madelinetosh.com website, including landing pages and products

- Researching, generating and implementing new ideas for engaging user content for both our website and ongoing newsletters
- Coordinating and collaborating with internal and external publishing and technology partners to ensure each newsletter is distributed successfully
- Proficiency with the Adobe Creative Suite, including Adobe InDesign, Illustrator, and Photoshop; skills and experience with Adobe Premiere Pro and Audition are a bonus

**Qualifications:**

Preferred, but not required, Associates or Bachelor's degree in Marketing,

English, Journalism, or related field

Excellent communication skills including verbal, written and presentation.

Proficient in MS Office.

Exceptional organizational and customer service skills.

Quick learner. Detailed and process oriented.

Graphic Design Experience

Photography and social media skills a plus!

Knitting or crocheting experience a plus!

**Leadership Qualities we look for:**

Comfortable in the fast lane - experience with driving rapid growth and marketplace adaptation.

Team player willing to take the lead when needed and lend a set of hands the rest of the time.

Considerate of the cultural differences of our team, online and customer communities.

Self-starter - someone who can manage themselves, their projects, and take new tasks in stride

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.