



**Position Title:** Digital Marketing Designer  
**Department:** Marketing  
**Reports to:** Director of Product Marketing

**YOUR MISSION:** The ideal candidate would be a creative and talented graphic designer and video editor. S/he would be proficient in design software Adobe Creative Suites (e.g., Photoshop, Illustrator, InDesign, etc.) and have experience creating digital ads for Facebook and Google, as well as designing for websites. Copywriting skills are desired. Experience at a digital marketing agency specializing in consumer goods or sporting goods would be preferred, as would a background in baseball or softball. Among the core values expected would be resourcefulness, continuous learning, passion, and the ability to work/communicate within a team and across time zones.

**YOUR DAILY RESPONSIBILITIES:**

- Create digital graphics and content for FB Ad Manager (video, image)
- Create digital graphics and web content (videos, homepage banners, category banners, and content landing pages)
- Create product and digital video assets
- Edit existing footage into various formats
- Design email material in Klaviyo/MailChimp (promotional, events, transactional and more)
- Design digital banner ads and social media graphics as needed
- Develop innovative and creative ideas for digital creatives
- Design and execute, on-brand creative ideas developed independently, and in collaboration with the team, as required for any media
- Support overall marketing graphic design needs, including print ads, brochures, and marketing collateral

**WE'D LOVE TO SEE YOU HAVE:**

- At least 1-2 years experience creating Facebook Ads
- Proficiency in Adobe Creative Cloud software and Final Cut Pro X
- At least 1-2 years experience editing social media and long-form videos
- Coding a plus
- Motion graphics a plus
- Loves team sports, softball/baseball especially!

**WE LOVE OUR VALUES, DO YOU?**

**We live our passion.**

- We are players, coaches, fans. Our love of the game consumes us. It can be seen in all we do.

**We challenge convention.**

- We respect tradition but refuse to be constrained by it. We will always look for a better way.

**We compete fiercely.**

- We believe hitters deserve better than the round knobs they've been given. We will never back down from our belief in the Axe Handle being better for your swing.

**We dig resourcefulness.**

- We pride ourselves in being efficient and getting the most out of every resource. We will always find a way.

**We listen.**

- We strive to understand our customers and our community so that we may always serve them better; we accept and appreciate constructive criticism.



**We learn continuously.**

- We view bat-making as a lifelong pursuit – a craft many hone, but few master. We pursue knowledge relentlessly and embrace the hard work of self-improvement.

**INTERESTED?** Email your resume and cover letter to [careers@axebat.com](mailto:careers@axebat.com)