



Graphic Designer

Burley Design has been around for over 35 years and is known around the world for building recreational transport gear that sets the standard for safety, durability and thoughtful design. While we continue to perfect the bicycle trailer that put us on the map, the Burley product portfolio has grown over time to meet the changing needs of our customers. From multi-functional child carriers to jogging strollers and balance bikes, we put our heart and soul into everything we build. The Burley brand stands for unmatched quality today, just as it did in 1978.

FLSA Status: Exempt

HOW TO APPLY:

Please submit a cover letter explaining your experience along with your resume to HR@burley.com. Finalists for this position are subject to criminal background check.

SUMMARY:

As a Graphic Designer for Burley, you will play a key role in working within our marketing team to translate our brand guidelines into a variety of visual outputs. You will be responsible for creating numerous digital, print, and web design work, from concepting and creating, through to final digital files or printed pieces. Expect to work on projects ranging from digital ads and email marketing campaigns, to product manuals and photo editing.

The person in this role needs solid expertise in the creative process, a solid attention to detail, advance knowledge in Adobe software, and be able to stay up to date on latest trends and design concepts. They will support the marketing and sales department in their print, digital and environmental communications. This position reports to the Marketing Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Learn the Burley family of products and be able to apply brand strategy guidelines in creative approaches to target consumer groups
- Design, build, and execute the visual components of the Burley brand presence in accordance with the brand strategy as well as marketing and promotional initiatives, objects, and goals while incorporating modern design solutions
- Maintain the Burley brand in all designs
- Collaborate with the Marketing Manager to develop art for digital ads, print collateral, packaging, emails, product graphics, web banners, and more
- Design email campaign artwork in collaboration with the Marketing Manager
- Design, develop, and update product manuals, hangtags and boxes
- Understand and flex style to match various brand style guides
- Incorporate UX design into website navigation, design, and layout
- Utilize the creative brief to guide design decisions
- Communicate effectively with brand partners about design objectives and solutions
- Develop and create compelling content

- Assist with POP development and brand tradeshow layout
- Assist in planning and execution of studio and lifestyle photo shoots
- Participate in brainstorming sessions with the marketing team
- Help with creating and editing brand copywriting for collateral pieces, website, and more that effectively translate the Burley brand voice based on brand guidelines

Other Projects

- Performs other tasks and projects as identified. Ie: Copywriting, event attendance, other marketing initiatives, etc.

EDUCATIONAL REQUIREMENTS:

- 2- or 4-year degree in Graphic Design, Visual Arts, Marketing or related field.

EXPERIENCE/SKILLS REQUIREMENTS:

- 3+ years of experience working as a Graphic Designer or similar role at a brand company, ad/creative agency, or freelance directly with clients
- An inspiring and strong portfolio showing strategic, conceptual, and creative design work
- Deep knowledge of Adobe Creative Suite: InDesign, Illustrator, Photoshop, Lightroom
- Experience in Adobe Premier, After Effects, and/or HTML/CSS
- Knowledge and experience in email marketing design, especially within MailChimp
- Direct UX design education and experience is a plus
- Excellent time management abilities with a proven ability to manage conflicting priorities
- Demonstrate keen attention to detail and service-oriented approach
- Swift and efficient at file creation, editing and preparation
- Experience in digital, traditional, social and mobile media
- Able to use a computer extensively and learn new software quickly
- Ability to work individually and in a team environment
- Demonstrated ability to take direction and create an effective design
- Passion for cycling and/or the outdoors
- A collaborative mindset

WORK ENVIRONMENT AND PHYSICAL DEMANDS:

- Work area is indoors in a climate-controlled environment with moderate background noise.
- The ability to use a keyboard, and to communicate orally and in writing is required.
- The ability to work extended hours as the business needs dictate.
- Must be able to transport and set up product.