

At Birkenstock, our business is a reflection of who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business is a reflection of what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us. Our mission is to deliver happiness and satisfaction.

To provide quality products and services, we need quality people. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and a positive attitude.

JOB TITLE: Junior Digital Designer

LOCATION: NYC

REPORTS TO: Digital Art Director

TYPE: Exempt

SALARY: \$70k - \$75k

Note: Relocation and any associated costs are the sole responsibility of the person hired for this position.

OVERVIEW

Looking for a talented New York City based Junior Digital Designer to support our growing digital business by creating engaging content across channels, with a strong focus on photo editing and social-first motion design. The ideal candidate is detail-oriented, eager to learn, and excited to grow within a fast-paced digital creative environment.

Responsibilities:

- Execute visual assets across digital channels - including Organic Social, Web, Email, and Paid Social - with a strong focus on social-first content.
- Edit and retouch photography, including color correction, cropping, and preparing assets for various digital formats.
- Create motion graphics and assist in editing video content, with an emphasis on short-form and social media assets (e.g., TikTok, Instagram Reels, paid social).
- Assist in resizing and versioning assets for multiple platforms and formats.
- Support the team in preparing files for final delivery, ensuring accuracy, consistency, and adherence to brand standards.
- Collaborate with the Digital Creative team to execute creative concepts and iterate on feedback.
- Stay current with social and digital trends, particularly in motion and video, and apply learnings to ongoing projects.

Qualifications:

- Bachelor's degree (B.A./B.S.) from a four-year college or university in Design or a related field, or equivalent experience
- 1-3 years of experience in digital design
- Portfolio showcasing photo editing, social media content, and motion/video work
- Proficient in design software such as Photoshop, Illustrator, and After Effects
- Familiarity with Figma

- Strong attention to detail, especially in photo editing and asset preparation
- Basic understanding of typography, layout, and digital design principles
- Interest in social media trends and digital content creation
- Organized, proactive, and eager to learn in a collaborative team environment
- Must be willing to come into our NYC office 3 days a week

If interested, please send cover letter and resume to katelynn.ramos@birkenstock.com. Subject line should list “Junior Digital Designer”.

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.

