

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.

In order 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: Digital Designer

Report To: Digital Art Director

Location: NYC Based - Hybrid

Position Type: Regular Exempt, F/T with benefits

Salary: \$80k-\$90k depending on experience

Overview:

The Digital Designer will be responsible for producing content that matches the company's brand, aesthetic, and marketing strategy. The ideal candidate should be able to efficiently combine creativity, functionality, and technology to produce eye-catching, informative & on-brand content. In this role, organizational and technical skills are vital, and all candidates must possess proficient knowledge of design software programs.

Responsibilities:

- Partner with Digital Creative team to create compelling visual assets across all Digital channels: Organic Social, Web, Email & Paid Social
- Image retouching/color correction
- Motiongraphic creation and video editing
- Present strategic creative solutions to meet brand objectives and revenue goals.
- Stay current with digital design trends and introduce new ideas to evolve our brands digital platforms.
- Develop digital & mobile first mockups for presenting to senior management and the greater team.
- Collaborate with the Novato Marketing Team and NY Digital Team on all digital projects.
- Comfortable working creatively within site platform design templates.

Qualifications:

- Bachelor's degree (B.A. / B.S.) from a four-year college or university in Design or related field; or equivalent combination of education and experience.
- 3-5 years of graphic design with a minimum of 2 years focused on digital design.
- Solid knowledge of design software programs such as Photoshop, InDesign, Illustrator, PremierePro, After Effects & Acrobat.
- Working Knowledge of Figma
- Demonstrated understanding of photo layout and typography with an elevated aesthetic
- Discerning eye for photo editing, cropping and composition.
- Good strategic, conceptual skills and a solid knowledge of the digital landscape.
- Ability to clearly present design ideas and concepts for campaigns and projects.
- Self-motivated, proactive and solution oriented with the ability to thrive in a fast-paced environment.
- A team player with exceptional organizational skills.

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

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.

