



## **Graphic Designer – Dallas, TX**

### **A Little About Us:**

We build the Springfree Trampoline because we believe backyards should be a place for safe play. Springfree's innovative design is the world's safest, highest quality and longest lasting trampoline supported by a full 10-year warranty.

Springfree is part of the goba Sports Group, committed to encouraging people to Go Outside and Be Active. We have competencies in design, engineering, manufacturing, sourcing, marketing, sales, customer care, and retail distribution with operations in the United States, Canada, Australia, New Zealand, China and Europe.

### **What You'll Be Doing:**

We are looking for an intermediate-senior level Graphic Designer (8+ yrs. experience), who will develop dynamic visual solutions. Reporting to the Head of US marketing, you will be accountable for creating and developing visual solutions that will influence the evolution and growth of the brand in the US and globally. You will use your strong creative skills as a key member of the US marketing team and work closely with the Global Growth Marketing Team (based in Toronto, Canada).

### **Job Highlights:**

- Translates business and marketing goals into appropriate and consumable visual content for the target audience
- Work closely with the US and Growth Marketing Teams to deliver effective design solutions across geographies and time zones (USA and Canada).
- As a key member of the Creative Services team, contribute to brand development with fresh creative thinking
- Understand the different nuances between geographies and selling divisions to ensure that campaigns support the sales strategy
- Collaborate with the Web team to conceptualize and optimize the visual content of the Springfree USA/Canada website and online advertising assets
- Design and produce all MarCom collateral including, but not limited to: event marketing collateral, POP, identity, advertising campaign assets, internal communication assets and web/digital advertising assets
- Manage pre-press and production process for appropriate projects
- Manage project timelines and deliverables to internal and external partners

### **What You'll Bring:**

- You are curious and always learning
- You are very organized, with the ability to manage multiple projects and deadlines effectively
- You have excellent communication skills, written and verbal
- You are creative and an innovative thinker with superior attention to detail
- You've got a College or University Degree in Graphic Design, or equivalent experience
- You have strong in-depth knowledge of Adobe Creative Suite
- You have superior Photoshop and InDesign skills, experience in Premiere is an advantage
- You have a minimum of 8 years' relevant graphic design preferably in house
- You have an updated portfolio that shows your various mediums of work
- Additional skills for consideration: Final Cut Pro, After Effects or similar video editing programs

***Please forward an updated resume & portfolio to [hr@gobasports.com](mailto:hr@gobasports.com)***