

Position Description

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| **Position Title:** | Digital Design Lead |
| **Reports To:** | Editorial and Design Operations Manager |
| **Status:** | Full Time – 12 Month Maternity Leave Contract |
| **Location:** | Torquay |
| **Date:** | 20 February 2024 |

# The Company

Patagonia is an outdoor apparel business like no other, "We’re in business to save our home planet." A certified B Corporation, the company is recognised internationally for its commitment to product quality and environmental activism – and now our one and only shareholder is our home planet with 100% of profits going to fight the environmental crisis. Founded by Yvon Chouinard in 1973, Patagonia is based in Ventura, California with offices around the world including in Torquay, Australia. Our values stay true to a business that was started by a band of climbers and surfers, and the minimalist style they promoted. The approach we take demonstrates a bias for simplicity and utility - build the best product and provide the best service; examine our practices openly and honestly; protect our home planet; be just, equitable and antiracist; do it our way.

We look for candidates with proven experience who thrive in a team-based atmosphere, individuals who are passionate about their communities, the environment and caring for others. We seek core Patagonia product users, people who love to spend as much time as possible in the mountains, ocean, and wild nature. Folks who deal well with ambiguity, learn on the fly, demonstrate sound judgment, and solve problems creatively are most successful with us. We’re looking for someone who builds and maintains relationships with ease and desires to put the customer at the centre of everything they

do. We don’t want someone who can just do a job – we want the best person for the job.

Yet we don’t look for “stars” seeking special treatment and perks. Our best efforts are collaborative, and Patagonia culture rewards the ensemble player, while it barely tolerates those who need the limelight.

# Primary Purpose

The primary purpose of the Digital Design Lead is to design and/or layout a broad range of digital (and at times print) assets from brief and creation of design elements through to channel implementation.

**This position is a Maternity Leave 12 month contract** based out of our Doon Marng Warree (Torquay) HQ, and reporting into the Editorial and Design Operations Manager, you will also work closely with the Patagonia Australia marketing, digital and product teams to develop and enhance our local brand identity and consumer engagement while maintaining a high level of brand integrity.

The ideal candidate will be a creative thinker who has strong design skills and will be responsible for delivering effective, aesthetic, on-brand, and on-strategy creative that often includes art direction of photography or adapting existing global assets.

# Essential Job Functions

* Design and/or layout of campaign and marketing materials including digital and print assets for multimedia and graphics projects, website, emails, social media, advertising and Ecommerce channels, retail assets, event assets, print ads, and other marketing materials.
* Adapt global marketing designs to agreed regional go-to-market plans.
* Review briefs and seek additional info from the Editorial and Design Operations Manager or directly where needed from the Marketing Director, the Digital and Ecommerce team, Merchandise or Editorial teams.
* Understand visual brand and digital guidelines and maintain high level brand consistency throughout all our marketing projects.
* Oversee internal freelance resources and contractors on relevant projects.
* Ensure the creative brief is met on all projects with the inclusion of all mandatory elements.
* Ensure all creative assets are routed for feedback and delivered on time to internal and external partners.
* Design and/or build emails according to brief and seasonal plan and weekly schedule.
* Communication with digital agencies, art services and freelance resources where applicable.



* Collaborate on key campaigns to contribute to the development of designs to increase digital engagement.
* Keep abreast of digital marketing and communications trends, platforms and strategies to make informed recommendations

# Essential Qualities

* Experience working in a digital marketing role, in-house or agency (3 years)
* Proven time management skills with the ability to establish priorities and meet competing deadlines.
* Excellent proficiency in Adobe Suite, Sketch and Figma.
* Excellent proficiency in email design and email platforms (Klaviyo)
* Excellent knowledge of UX and UI fundamentals, and understanding of web development and CSS
* Knowledge of editing video and audio production for multimedia design
* High level of knowledge about the brand philosophy and values.
* High level of market knowledge
* Working knowledge of Microsoft Office suite and project management tools, including ClickUp
* Ability to remain flexible through multiple revisions while keeping a close attention to detail
* Must be able to sit for extended periods of time.
* Must be able to stand for extended periods of time.
* Ability to look at a computer screen for extended periods of time.
* Ability to maintain a composed and professional manner within a flexible and (at times noisy) work environment.
* Must be able to travel internationally and domestically utilising various transportation methods.
* Participation and understanding of the sports that the Company produces products for.

**Equal Employment Opportunity** All qualified applicants will receive equal consideration without attention to race, colour, religion, sex, sexual orientation, gender identity, or disability. Patagonia is proud of our diverse workforce and encourages applications from Aboriginal and Torres Strait Islander people and people from different cultural backgrounds.

**Benefits:** Patagonia provides employees with very competitive benefits package (unique to each role) that may include environmental internships, employee discounts, generous clothing allowance, matching of charity donations and much more.

\*Please include a cover letter in your application telling us about your passion for your communities, the environment and caring for others. We'd also love to know how you spend your time in the outdoors!

\*\*Applicants must have full and ongoing working rights within Australia. The position is full-time, 76 hours per fortnight.

