

Digital Asset Management (DAM) Coordinator – Creative / Fashion

Engagement: Contract

Location: Downtown Toronto

Experience: Approximately 1–3 years

Compensation: Approximately \$28–\$35 CAD/hour, depending on experience and qualifications

About the Opportunity

Knowsys Group is seeking a junior Digital Asset Management (DAM) Coordinator to support a large-scale digital asset remediation initiative for a **Canadian luxury apparel/fashion organization**.

The successful candidate will work with a significant repository of creative and product-related digital assets to improve the consistency, quality and usability of associated metadata. The work will involve high-volume asset review, tagging, metadata cleanup and standardization, taxonomy application, naming conventions, quality assurance and identification of exceptions.

This is a hands-on execution role and would be well suited to a recent graduate or early-career professional with practical experience working with Digital Asset Management systems in a **creative, fashion, retail, eCommerce, photography, marketing or content-production environment**.

Key Responsibilities

- Review and organize high volumes of creative digital assets and associated metadata.
- Apply and validate metadata, keywords, tags and taxonomy according to established standards.
- Review and correct inconsistent, incomplete or inaccurate asset information.
- Apply established file and asset naming conventions consistently.
- Categorize and classify assets according to defined taxonomy and controlled vocabulary.
- Support the identification of duplicate, obsolete, incorrectly classified or incomplete assets.
- Associate assets with relevant product and creative attributes, which may include SKU/style, product category, collection, season, colourway, campaign, channel and asset type.

- Work with structured asset information using Excel/CSV and Digital Asset Management tools.
- Perform data and metadata quality assurance to ensure records meet defined standards prior to bulk updates or reingestion.
- Identify exceptions or ambiguous assets requiring further review and escalate them appropriately.
- Maintain accuracy and consistency while processing a high volume of records.
- Support documentation of asset-management processes, standards and lessons learned throughout the engagement.

Required Qualifications

- Approximately **1–3 years of relevant professional, internship or substantial project experience** involving Digital Asset Management, digital content, creative operations or asset/content management.
- **Hands-on experience working with creative digital assets in a DAM environment is required.**
- Practical understanding of **metadata, taxonomy, tagging, keywords, controlled vocabularies and naming conventions.**
- Experience organizing and classifying photography, product imagery, marketing content, design assets or other creative files.
- Strong attention to detail and demonstrated ability to work accurately with large volumes of information.
- Strong working knowledge of Microsoft Excel, including sorting, filtering, data cleanup and working with CSV files.
- Ability to follow established classification and metadata standards consistently.
- Comfortable performing detailed, repetitive work while maintaining a high degree of accuracy.
- Strong written communication and organizational skills.
- Able to work collaboratively with creative, marketing, technology and/or data stakeholders.

Preferred Qualifications

- Experience with **Bynder** Digital Asset Management is highly desirable.
- Experience with another enterprise DAM platform such as Adobe Experience Manager Assets (AEM), Brandfolder, Canto, Aprimo or similar.
- Previous experience in **fashion, apparel, luxury retail, eCommerce, photography, creative production or consumer brands.**
- Familiarity with product information such as SKUs/style numbers, collections, seasons, colourways and product categories.
- Experience performing bulk asset uploads/downloads, metadata updates or data imports/exports.

- Exposure to data quality, data cleansing or metadata QA processes.

Ideal Candidate

The ideal candidate is an early-career professional who understands that effective Digital Asset Management is more than simply storing files. They understand how thoughtful metadata, taxonomy, tagging and naming standards make creative assets searchable, reusable and manageable at scale.

This role requires someone who is highly detail-oriented, comfortable working through a large volume of creative assets and able to apply established standards consistently. Direct experience working with creative assets in fashion, retail, eCommerce, photography or marketing environments would be particularly valuable.

Candidates with a background in **Graphic Communications Management, Digital Media, Creative Production, Information Management, Marketing Technology, eCommerce or a related discipline** are encouraged to apply.

Please send resumes and contact information to sfarnum@knowsysinc.com