

Job Title: (Full-Time) Junior Graphic Designer

Salary: \$40,000-50,000

Location: Fully Remote (Open to U.S. and Ontario, CA).

- Applications must include a link to or a portfolio attached
- Applicants must reside in Toronto / Ontario or any US state
- Email applications at: dfilho@worksport.com and CC theskar@worksport.com

About Worksport:

Worksport is a cutting-edge technology company revolutionizing the pickup truck industry. Our mission is to create innovative and intelligent accessories that enhance the practical capabilities of today's pickup trucks while anticipating and meeting the evolving needs of tomorrow. By leveraging advanced technologies and designs, we redefine the pickup truck accessory market, offering:

- **Transforming Truck Accessories:** Worksport pushes the boundaries of innovation by reimagining truck bed covers with industry-first designs that seamlessly blend form and function.
- **Our flagship Product:** The AL4 Flip-Up Hard Cover sets a new standard for truck bed functionality, combining unmatched durability, style, and versatility to meet the demands of modern truck owners.
- **Advancing Clean Energy:** Pioneering advancements, including the SOLIS solar-integrated tonneau cover and COR portable power platform, redefining what trucks can do by providing sustainable, on-the-go power solutions, to do more and go further with Worksport.

We operate in Canada and the U.S., with a global team and a factory in China focused on conventional truck accessories. At Worksport, we pride ourselves on being an American company with goals of creativity, quality, and sustainability.

Position Overview:

We are seeking a creative, organized, and detail-oriented **Part-Time Graphic Designer** to join our marketing team. This role will directly work with the Director of Arts and support the Marketing Team, collaborating to create high-quality visuals for various platforms and campaigns. The ideal candidate will be adept at crafting designs for digital and print media while ensuring consistency with Worksport's brand identity.

Key Responsibilities:

- **Graphic Design:**

- Create visually compelling designs for marketing materials, including brochures, flyers, digital ads, and social media assets.
- Develop high-quality graphics for web and print that align with Worksport's branding guidelines.

- **Social Media Collaboration:**

- Partner with the Director of Arts to design engaging content such as banners and graphics to assist the marketing team with posts for platforms like Instagram, Facebook, LinkedIn, and TikTok.
- Produce assets for interactive stories, reels, posts, and promotional campaigns.

- **Print Media:**

- Design layouts for print advertisements, trade show materials, and product packaging.
- Ensure all print designs meet production specifications and quality standards.

- **Web Design:**

- Create web assets including banners, icons, and landing pages to enhance user experience.
- Collaborate with web developers to ensure seamless integration of designs.

- **Project Management:**

- Manage multiple design projects simultaneously, adhering to timelines and quality benchmarks.
- Stay updated on design trends and propose innovative solutions to elevate the brand.

- **Collaboration:**

- Work closely with cross-functional teams, including marketing, sales, and product development, to ensure cohesive messaging.
- Participate in brainstorming sessions to contribute creative ideas for campaigns.

Qualifications:

- **Technical Skills:**

- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and familiarity with Canva.
- Strong understanding of design principles, typography, color theory, and layout design.
- Experience with basic video editing tools (e.g., CapCut, Premiere Pro) is a plus.
- Familiarity with web design principles and basic HTML/CSS knowledge is also a plus.

- **Experience:**

- Bachelor's degree in Graphic Design, Visual Arts, Marketing, or a related field; or 4 years of proven work experience as a Graphic Designer or similar role.
- Previous collaboration with social media teams or experience designing for social platforms is preferred.

- **Portfolio Requirement:**

- Applicants must provide a link to or examples of their previous work that demonstrate relevant skills. **Applications without a portfolio will not be considered.**

- **Soft Skills:**

- English proficiency is a must.
- Excellent communication and collaboration abilities.
- Detail-oriented mindset with a focus on accuracy and consistency.

- Strong organizational skills and ability to manage tight deadlines.

Benefits:

- **Competitive Pay:** Fair and competitive hourly rate based on skills and experience.
- **Health Coverage:** Comprehensive health insurance plans for eligible employees.
- **Paid Time Off:** Flexibility to take time off for vacations, holidays, and personal days.
- **Professional Development:** Access to training and resources to enhance skills and career growth.
- **Flexible Work Arrangements:** Fully remote position supporting work-life balance.
- **Team Collaboration:** Opportunity to contribute to a dynamic, supportive, and creative team environment.
- **Equity Opportunities:** Eligible employees can own a stake in the company and participate in its success.

Employee Equity Opportunities:

We believe in recognizing and rewarding the contributions of our team members. As part of our commitment to fostering a sense of ownership and alignment with the company's success, we offer employee equity opportunities. This means that you will have a chance to own a stake in the company and participate in its growth and success.

By joining our team, you will not only be part of a talented and creative group of professionals but also have the chance to build a long-term career and share in the company's achievements.

At our company, we strive to create a workplace where employees feel valued, motivated, and empowered to reach their full potential. Join us in shaping the future of our brand and marketing initiatives while enjoying the added benefits and growth opportunities we have to offer.