



POSITION SPECIFICATION

- POSITION TITLE:** **Graphic Designer / Content Creator**
- REPORTING TO:** Ronnie Foxcroft, Director of Sales & Business Development
J.D. Foxcroft, Director of E-Commerce & Innovation
- LOCATION:** Stoney Creek, Ontario, Canada
- THE COMPANY:** **Fox 40 International Inc.** (www.fox40world.com)

Fox 40 International Inc. is the leader in whistle technology selling **thousands of whistles daily in 160 countries**. Fox 40 International Inc. was founded by **Ron Foxcroft** in 1987 in Hamilton, Ontario, Canada. It is the sanctioned whistle for referees and officials in several professional and amateur sports leagues including the NBA, NFL, NHL, FIFA, CFL and the NCAA. The company has grown to include numerous other top-quality sports products: Pro Coaching Boards, Mouth guards, Outdoor Safety and Fox 40 Marine, along with a full line of Fox 40 Whistles. Foxcroft is also the President of **Fluke Transportation Group**, which sports the famous slogan, "If It's On Time...It's A Fluke."

POSITION SUMMARY / RESPONSIBILITIES (including, but not limited to):

Fox 40 International Inc. is presently seeking a **Graphic Designer / Content Creator** to assist with Design & Marketing for Sports, Safety, Outdoor Marine Sales Operations. The Graphic Designer will also work with Fox 40's Sales team in various distribution channels including Promotional ASI markets. Fox 40 International has proven successful in market penetration with Fox 40 Whistles as well as other outdoor, safety, marine sporting product lines. The Graphic Designer / Content Creator position is important to the company as they will be working directly with management to drive new growth initiatives as well as take on existing established responsibilities. The successful candidate will mesh well with the experience of the existing team members and will bring knowledge gained from a Marketing, Graphic Design, Communications, Advertising or equivalent education.

Fox 40 International, including Fox 40 U.S.A., is a family owned small company that has aggressive objectives to greatly increase its existing Product Line Domestically & Internationally while driving Sales and Market Presence. The company has a commitment to **relentless improvement, innovation, do-what-it-takes attitude**.

Responsibilities:

- Write copy and create digital content for our websites and post it online
- Product photography + editing for our websites + catalog + advertisements
- Research and develop value-add articles for our various business segments (Safety, Sports, etc.)
- Write copy and create digital imagery for email communications including newsletters, product promos, company updates and more
- Write copy and design visual assets for social media content shared across our various channels
- Help with the creation of multimedia content including webinars, video content and other rich content
- Monitor and track digital content engagement and analyze data to inform content decisions and provide insight to business segments and internal stakeholders
- Research and write accurate and engaging press releases
- Create and design Print/Digital advertising
- Write copy and design visual assets for google ads. Manage ads to produce ROI
- Design, create, & see through to completion each step of the product imprint process. (creating artwork proofs, organizing print files to be printed, quality control & trouble shooting)
- Packaging Design

REQUIREMENTS:

- Graduate from a post-secondary program in Marketing, Graphic Design, Communications, Advertising or equivalent
- 2-5 years experience writing and editing content for an external audience
- Excellent communication skills, writing and proofreading skills
- Excellent research, organizational and time management skills
- Ability to work productively individually and with team members
- Ability to report to management
- Experience using Adobe Creative Suite (Photoshop, InDesign, Acrobat, Illustrator)
- Experience using SEO and digital analytics tools (Google ads, Google Analytics) considered an asset
- Experience using + extensive knowledge of Social Media
- Photography or video experience considered an asset

PERSONAL ATTRIBUTES/CHARACTERISTICS:

- Organized, with strong communication skills
- Strong analytical skills
- High Energy with ability to quickly focus on priorities
- Ability to follow timelines and produce results within a given timeline
- Ability to work under pressure (quick turnaround)
- The ability to communicate effectively to management and ownership
- Flexible and adaptable; collaborative
- High integrity, effective team player

COMPENSATION:

\$50,000 - \$60,000. Salary is Negotiable Depending on the skills & experiences of the individual we hire,

CONTACT INFORMATION:

If you are qualified and interested in being considered as a candidate for this great opportunity, please submit your resume (in WORD/PDF format) to: hr@fox40world.com In the subject line, please indicate “**Graphic Designer / Content Creator**” On or before March 15, 2024

No Phone Calls. Only selected applicants will be contacted by March 30, 2024 for interview.