

**TITLE:** Digital Assets & Marketing Associate

**REPORTS TO:** Director of Marketing

**EMPLOYMENT STATUS:** Full-time

### **Summary**

Holderness & Bourne, a fast-growing men's premium golf apparel brand, is seeking a full-time Digital Assets & Marketing Associate with a minimum of 2 years of marketing experience to join our marketing and e-commerce teams based at our headquarters in Armonk, New York.

The Digital Assets & Marketing Associate will report to the Director of Marketing and work closely with members of the marketing, e-Commerce, design, production, and sales teams to deliver photographic assets for each collection in a timely fashion. The ideal candidate will have marketing, photography and project management experience. The Digital Assets & Marketing Associate must be a highly organized multitasker who is capable of handling multiple projects simultaneously and meeting tight deadlines.

### **Responsibilities**

- Management of all studio and field photo and video shoots, including shoot scheduling, shot list creation, photo/video sample logistics & management, onsite shoot support and styling as needed, follow-up with photographers / videographers, image review and feedback and oversight of photo/video editing (e.g. photo re-touching and re-sizing)
- Act as a liaison between the photography studio and the marketing/e-commerce departments
- Monitor and track the status of assigned marketing and photography projects
- Digital asset organization and management
- Ensure that all marketing efforts serve immediate and long-term business goals by identifying and executing improvements for processes, content, and lead generation
- Be comfortable working in our file management software and carry out administrative duties as needed
- Communicate with various departments to provide necessary marketing asset updates to ensure a streamlined strategy is in place
- Monitor and track the status of assigned marketing and photography projects
- Help the team with various other tasks as necessary – we value collaboration and a team-oriented attitude

### **Required Skills & Experience**

- Minimum of 2 years working experience in the menswear apparel industry
- Associate's and/or bachelor's degree in marketing, communications or related field

- Extensive knowledge of digital marketing, photography management, e-commerce dashboards
- Experience in coordinating and organizing assets from studio and field photoshoots
- Understanding of all things marketing both digital and print
- Ability to plan, organize, and maintain your workload according to marketing schedules and key calendar dates
- Proficient in Microsoft Office
- Extremely detail-oriented and organized
- Strong communication skills, both written and oral
- Collaborative, team-first attitude
- Ability to problem solve, multi-task, and shift direction on short notice
- Basic knowledge in Adobe Illustrator & Photoshop a plus

### **Salaries & Benefits**

Competitive full-time salary, based on experience. The successful candidate will enjoy a compelling overall compensation package including base salary, potential for additional performance-based compensation, 401K, full medical / dental / vision insurance, product discounts, and other benefits.

### **Location / Travel Requirements**

This position will be based at our headquarters at 12 Labriola Court, in Armonk, New York.

Interested candidates can apply by sending a resume and cover letter to [careers@hbgolf.com](mailto:careers@hbgolf.com).