Barefoot Books
Step inside a story

Position Overview:

Reporting to the Design Director and the Graphic Designer, and working closely with the marketing, production, product, and sales teams, this role assists all aspects of graphic design for the company's business channels.

Keys to success include: impeccable organizational capabilities and attention to detail; ability to take initiative, prioritize effectively, and adhere to deadlines; advanced knowledge of the Adobe Creative Suite; a strong eye for design; comfort working with brand guidelines; ability to constructively respond to feedback; and a collaborative and enthusiastic working style.

What You'll Do:

- Design graphic assets for Barefoot Books' website, email campaigns, and social media accounts, ensuring brand consistency across all digital assets.
- Design print materials such as flyers, tip sheets, advertisements, signage and more, ensuring brand consistency across all print assets.
- Create and maintain mobile-friendly landing pages for new products and campaigns.
- Create and update book design files for special print run editions, foreign editions, and reprints.
- Assist with Barefoot Books' semi-annual catalog design.
- Fulfill all internal image requests in a timely and organized manner.
- Mock up 3D product shots and silhouette illustrations for use in marketing materials.
- Maintain and organize various databases, including the internal Image Database, Book PDF Database, IP archive server, illustrator database, marketing photography database, etc.
- Act as primary point of contact for file supply to print and digital distribution partners.
- Support book design and marketing needs during periods of heavy workload.
- Assist Design Director and Graphic Designer with the management and training of interns.
- Other responsibilities as assigned.

Qualifications:

- A minimum of a Bachelor's Degree
- 1–3 years work experience in a graphic design position
- Advanced knowledge of the Adobe Photoshop, InDesign and Illustrator (CC)
- Familiarity with QuarkXPress
- Clear grasp of the key principles of graphic design and effective visual communication

- Strong communication skills (strong writing skills a plus)
- A keen eye for detail and impeccable organization skills
- The ability to thrive and take initiative in a fast-paced, collaborative environment
- Comfort working within established brand guidelines
- Basic knowledge of HTML, CSS and content management systems
- Basic experience with digital photography (both product and lifestyle) a plus
- Video editing and digital animation experience a plus
- Demonstrated integrity, maturity, positivity and a constructive approach to challenges
- Interest in children's products and connection to the Barefoot Books offer and story

About Us:

"The standard for excellence in children's books" — *Forbes*

Founded in England in 1992, we are an award-winning, independent children's publisher based in Cambridge, MA with a mission to share stories, connect families and inspire children. In 2017, we were named by Forbes as one of the 25 Best Small Companies in America.

We have created more than 600 books, spoken word stories, music, animations, characters, puzzles and games that open children's hearts and minds to our wonderfully diverse world. Our first app, Barefoot World Atlas, has had 4 million+ downloads and was selected by Apple as one of their top 10 apps of all time. Our YouTube channel has over 130 million views.

However, our proudest accomplishment is to have put over 20 million books into the hands of children around the world. Renowned for our pioneering approach to creating and marketing high-quality, diverse and inclusive children's books, as well as our colorful, collaborative and fun working culture, we have laid the foundations to grow Barefoot into a timeless global family brand for the very best children's content. See our Barefoot Manifesto here.

To Apply:

This is a full-time, benefits eligible position. To apply, please email your resume, online design portfolio, and cover letter to:

Sarah Soldano, Design Director
sarah.soldano@barefootbooks.com.