Assistant Creative Manager
Skywalker Holdings, LLC
Brigham City, UT

About Skywalker Holdings, LLC

Skywalker Holdings is a fast paced entrepreneurial company that designs, manufactures and distributes trampolines and other backyard play equipment. The products are then sold by major retailers to their end customers.

Essential Duties and Responsibilities

The Assistant Creative Manager has an integral part in developing, maintaining, and building Skywalker Holdings’ brands worldwide. He/she will be responsible to make sure that the brand image across retailers is consistent and that all new products and information released are similarly consistent. Duties may include:

Social Media Marketing

Create and manage social media strategy. Includes management of ad campaigns, giveaways, frequency and content of posts, video creation, reviews, analytics analysis, and entry into new social media platforms. Monitor chatter about Skywalker Trampolines across social media outlets.

Content Creation

Manage and create customer facing content across all channels including retailer sites, social media, blog, written materials, product videos, commercials, graphics, images, advertisements, assembly manuals and videos, the company website, and local events.

Site Merchandising

Manage retailer content audits and work with retailer site merchandisers to improve written and visual content associated with Skywalker Holdings brands. Drive future content strategy and improvements.

Additional Responsibilities

Be prepared to aid marketing and sales departments in a variety of tasks. Participate in photo and video shoots, local marketing events, collaboration with universities, and any additional events as required. Evaluate benefit of partnerships with media, creative, digital, and ad agencies. Find additional avenues of promoting Skywalker Holdings’ brands.

Qualifications and Experience

- Bachelor’s Degree preferred, specifically in a business, graphic design, or electronic media related field
- 1-3 years work experience in a related field
-Excellent written and verbal communication skills with a demonstrated ability to successfully present ideas and recommendations

-Advanced computer skills including proficiency in Microsoft Office Suite

-Proficiency in Adobe Creative Suite, including Photoshop, Illustrator, InDesign, and Premiere

-Experience with major social media platforms such as Facebook, YouTube, Twitter, Pinterest and Instagram

-Photography and videography experience is preferred

-Creative problem solving and strong analytical skills

-Ability to multi task and thrive in a fast paced environment