



# BROAD ARROW GROUP

## Position Summary – Graphics & Digital Designer

Location: Detroit, MI; New York, NY; London, UK; or Remote

### **An exciting opportunity to join a new company in the collector car market.**

Broad Arrow Group represents the collective vision of its founders, team members, and strategic partners to be the best advisor, marketplace, and financier for car collectors. In January 2021, Broad Arrow Group announced its strategic investment from and joint venture with Hagerty (NYSE: HGTY), a preeminent automotive lifestyle brand and a leading specialty insurance provider focused on global automotive enthusiasts. Car collectors and enthusiasts buy and sell an estimated \$25 billion worth of collector cars each year. We set out to innovate and improve the way in which collectors and enthusiasts buy and sell collector cars. Our company was founded by industry veterans who not only share their passion for cars but also a shared vision of bringing a new level of simplicity, transparency, and accountability in buying and selling collector cars the world over across different channels and platforms.

We are looking for the right individual to join our team that is passionate for everything design with strong technique and has a 'go-getter' mentality.

### **Responsibilities**

- Uphold the Broad Arrow Group company's brand and values.
- Maintain consistency in style and communicating key messaging and brand identity.
- Design and concept for print mediums including catalogues layouts, print ads, brochures, and multi-page mailers.
- Design and concept for digital mediums, including eblasts, banner ads, landing pages and more.
- Design knowledge for social advertising including Google Display ads, Facebook, Instagram, and more.
- Content development for open-source content management platform for website.
- Work closely with the CMO and Sr Director of Marketing to understand all aspects of project briefs to interpret and produce the vision aligned with the company's brand.

### **Qualifications We Are Looking For**

- Post-secondary education in graphic design/art, graphic communications, or related field.
- Minimum 3 years of successful professional experience, preferably at an agency or graphic design house.
- Strong knowledge of design theory, color theory, and typography.
- Proficient in Adobe CC, HTML5, HTML, CSS, and mobile design.
- Experience in Adobe After Effects or another video editing software is an asset.
- Highly organized with an ability to work within a busy atmosphere, sometimes shifting priorities.
- Ability to manage multiple projects simultaneously while demonstrating a keen sense of urgency and ownership to drive projects to completion.
- Ability to problem solve and recommend production/design solutions.
- Strong editing skills – a keen eye for detail, artistic flair, and excellent grammatical skills.
- Excellent communication and people skills.
- Portfolio of work is requested as part of application process.



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## What We Provide

- Play a key role in the expansion of an exciting company in the collector car industry.
- Significant career growth, as we expand rapidly.
- An empowering, team-oriented, ego-free environment.
- Flexible hours and remote working options.
- Competitive compensation package.
- Performance-based incentives and/or commissions.
- Competitive benefits package.

## About Broad Arrow Group

Broad Arrow Group, Inc. (“Broad Arrow Group”) represents the collective vision of its founders, team members, and partners — to be the best advisor, marketplace, and financier for car collectors, with integrity, trust, and innovation. Broad Arrow Group is a holding company, founded in 2021 and headquartered near Detroit, Michigan, to develop and operate a portfolio of businesses and brands that address the needs of various segments of the collector car market and to transform the collector car industry. Learn more at [broadarrowgroup.com](http://broadarrowgroup.com).