

# TOMY INTERNATIONAL

## POSITION DESCRIPTION

**JOB TITLE:** Content Creator  
**EFFECTIVE DATE:** April 2024  
**DEPARTMENT:** 791 – Design Team

**Position Summary:** The Content Creator will be responsible for generating high-quality visual graphics and multimedia content that engages our audiences, promotes our brands, and supports our sales objectives. This position will collaborate with cross-functional teams, including Graphics, Product Design, Marketing, Marketing Communications and Sales. The ideal candidate will have a degree level qualification in design and a strong understanding of digital marketing trends. This position will be working in Dyersville, IA.

### Key Responsibilities:

- Create engaging visual content that aligns with brand objectives for various platforms including social media, video, e-commerce, advertisements, internal and external stake holder presentations and print materials.
- Collaborate with Marketing and Marketing Communications teams to create visual assets that are aligned to support the brands marketing strategy.
- Work closely with Graphic and Product Design teams to integrate licensed visual elements into content creation and maintain consistency across all brand communications.
- Utilize research to stay updated on competitive brands, targeted audiences, design, and industry trends to continuously improve the quality and effectiveness of our visual content.
- Assist with other corporate creative projects including tradeshow graphics, brand identity, image editing and packaging development.
- Ensure a high level of quality and consistency across materials and align the creative approach and direction for a global market.
- Incorporate feedback from team members and licensors to refine designs and improve visual content.
- Deliver quality content within a fast-paced environment. Be able to deliver targeted specific content that meets the objectives and capture opportunistic trends.

### Qualifications:

- A degree in Graphic Design, Visual Communications, Multimedia Design, or related field and showcase a strong portfolio of work.
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere).
- Ability to create visual content from a Creative Brief or with minimal direction in conjunction with direction from the Director of Graphic Design.
- Ability to shoot and edit images, sound, and video.
- Ability to adapt visual communication style to align with a diverse range of toy projects, including infant, toddler, toy, games, plush and collectibles.
- Have a good methodology and clear understanding of ideating and creating rich storytelling through short-form multimedia content.
- A good interest and understanding of new technology (hardware and software) and how it can be adapted to the creation of multimedia.
- Ability to work in fast-paced environment, manage multiple projects, and meet deadlines while maintain high-quality standards.
- Creative thinker and problem solver with the ability to generate innovative ideas and designs.
- Excellent written and verbal communication skills, with the ability to work effectively in a team environment.

We are looking for people who are passionate about being part of a diverse team, where different backgrounds, experience and opinions are valued and incorporated into our daily work. We want to welcome people into our company that like to collaborate, take on challenges and value a wide variety of global views about consumers, brands, processes, and products.

**If interested, submit your resume and portfolio, showcasing a diverse range of content design, projects, skills, and creativity to [hr@tomy.com](mailto:hr@tomy.com).**

DISCLAIMER: The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as comprehensive inventory of all duties, responsibilities and qualifications of employees assigned to this classification.