



MID-SENIOR GRAPHIC DESIGNER : FREELANCE (approx 4 days/month)

Join the REAL Team! We are looking for a super creative **mid-senior graphic designer** to work on a freelance basis to help build the REAL brand identity and launch new products we're developing. We want someone to take ownership of the visual side of the company to refine, develop and manage brand assets plus work on website redesign, deliver media and advertising campaigns, produce pitch decks and sales collateral plus design printed marketing collateral, signage and packaging.

Over the next two years we are focused on positioning REAL as a category defining non-alcoholic sparkling, challenging industry traditions. We're building the brand and implementing strategic marketing campaigns to really engage our community, reach new audiences across the off-trade and on-trade, and ultimately drive sales to grow the company.

But we need brilliant people to help us do this. We're looking for someone who is highly creative and has the ambition to build the brand identity as the company grows. The right successful applicant will have experience across multiple channels, particularly print and digital design, label and packaging design with some experience in art direction. They must have great style, artistic flair and be able to work intuitively with excellent attention to detail.

As a small team we work closely and collaboratively together. We are looking for someone that fits in, who is forward thinking, committed and wants to develop the visual identity of REAL. Working directly with the Marketing Director you will be responsible for designing assets to execute REAL's marketing strategy, particularly in line with seasonal campaigns and product launches.

Key Skills:

- Create digital and print assets for multimedia marketing, campaigns and events including website, social media platforms, newsletters, advertising, print assets, packaging and other marketing platforms both internal and external
- Develop existing design assets
- Be brand custodian, ensuring brand assets are properly represented and adhere to the brand style guide to ensure consistency across all published material, campaigns and marketing collateral
- Inform and consult on design direction and aesthetic for the brand
- Design commercial pitch decks, internal and external presentations maintaining a consistent brand identity throughout
- Create on-trade sales collateral such as menus, points of sale, printed assets
- Contribute to creative seasonal campaign concepts and art direction
- Work alongside a branding agency to execute label and packaging design assets, ensuring they're print ready for suppliers
- Inform website redesign and UEX
- Help direct photoshoots, managing imagery to use across channels
- Source competitive quotes and manage print suppliers and budgets

Experience:

- 2+ years design experience working within a studio / in house / agency / client side
- Strong art direction, typography and layout skills
- Highly competent in Adobe Creative Suite, Illustrator, InDesign and Photoshop
- Exceptional creativity and innovation with the ability to conceptualise, illustrate and create great designs quickly and collaboratively
- Experience in creating engaging, visually rich presentations and pitch decks in Google Slides as well as Keynote and PowerPoint
- Knowledgeable in delivering both digital and print design
- Experience in working across FMCG packaging and product design beneficial

Attributes:

- Able to manage time and deliver projects efficiently with the ability to turn things around fairly quickly
- Detail-oriented, organised and able to work well with minimal supervision
- Keen eye on contemporary design trends within the wider world of media
- Assertive and enthusiastic with good communication skills coupled with the confidence to present your ideas internally
- Knowledge and passion for food and drink industry and the future opportunities shaping it

Please contact Romy Westwood with a cover letter and CV. Email: romy@realkombucha.co.uk