



CREATIVE DESIGNER

We are looking for a Creative Designer to join our award winning in-house creative team. We create absolutely everything, from our packaging and ad campaigns to our social content, in-house, and have done for the past 3 years. As an incredibly busy team of 4, we are now on the hunt for another highly energetic and ambitious self-starter, keen to make their creative mark on a dynamic business.

THE PERSON

This person will be a proven Creative Designer, with a minimum of 2 years experience, either brand or agency-side. They will be strategic, imaginative, innovative, and have a real passion for food.

They will have a keen interest in the PROPERCORN brand and solid understanding of trends across a breadth of cultural references; from food, design, art, photography and fashion, to music and literature. This person needs to thrive in a high-pressured environment and be capable of prioritising workloads effectively.

THE ROLE

- This role is a brilliant opportunity to make your mark and deliver projects from ideation > to execution, across a breadth of media
- Your day-to-day will be researching, conceptualising and coming up with ideas for a wide breath of briefs. These could be anything from: creating the concept for the illustration of our new flavour, to ideas for a partnership with another brand, to ATL campaign activity, and everything in between. A strategic and

challenger mind is key for this!

- In some instances you will also be responsible for delivering the execution of that brief, and in others you will need to work collaboratively with the rest of the internal team, or external support to deliver your vision. So, executorial ability and experience in briefing effectively are also imperative.
- You will also be responsible for art directing and shooting our social media content (6 shots a week), that are seamlessly inline with the PROPERCORN aesthetic and monthly strategic brand building pillars.
- Acting as brand guardian, you will bring new ideas to the table and turn those ideas into reality through various means

REQUIREMENTS

- Minimum of 2 years' industry experience
- BA degree at 2:1 or above
- An excellent portfolio of work, with proven creative brilliance
- Meticulous eye for detail
- Outstanding Adobe Photoshop, Illustrator and InDesign skills, in both print and digital
- A love for story telling and an ability to bring them to life in a highly engaging way, across a multitude of platforms
- Excellent understanding of social media as a tool for brand communication
- A brilliant photographer and art director, ideally with a beautifully curated personal Instagram account in tow, that is stylistically consistent
- A good understanding of consumer behaviour
- Experience working within brand guidelines
- Team player and natural collaborator
- A proactive attitude and desire to inject a new wave of energy and ideas into the brand
- A confident individual who works quickly and effectively under pressure
- Highly organised with a can do attitude
- A keen interest for visual culture; art, fashion, photography, film, literature, music, architecture, graphic, interior and product design

SALARY

Dependent on experience

THE BRAND

PROPERCORN believe in making everything the best it can possibly be and this begins with their team. Having already positioned themselves as the UK's number one popcorn, selling more than 3.5 million packs per month, PROPERCORN is stepping up its game for 2017. With a clear, creative vision in sight, there couldn't be a better time to join this young, dynamic team, looking to lead the snack market in the UK. If interested, please send your CV to ellie@propercorn.com (with the subject header Creative Designer), with a couple of sentences about yourself and why you want to join the PROPERCORN team, alongside a selection of your work that you think is most relevant.