



## Graphic Designer

### Overview of Bounty

Every day we love talking to thousands of new and expectant mums about what excites and challenges them about everyday parenting. From when we produced our first ever Bounty bag in 1959, mums have relied on us to give them value and we remain committed to providing information, advice and support – plus all the money off vouchers, discounts and freebies they enjoy to help them get the most out of family life.

### Overview of Role

We are looking for an ambitious and talented midweight Graphic Designer with a real passion for Clean, Contemporary Design, Branding and Typography.

The role calls for a confident and experienced Designer, who is able to work the full project lifecycle from concept through to completion and delivery across both print and digital.

You will be responsible for designing marketing and sales collateral such as banner ads, leaflets, brochures, etc. You will take ownership over the full life cycle of our magazines making sure that all the jobs that are going to the printer are print-ready and on time and support the product team producing digital assets for web and our 5-star rated App.

We want someone who is passionate and hungry for all things design, believe that the devil is in the detail, and always look to push the art of what is possible.

The role requires the successful candidate to be based in our office, located in Welwyn Garden City which is easily commutable from surrounding areas with good transport links. Parking is available on site. Office hours are Monday to Thursday 09:00 – 17:30 and Friday 09:00 – 17:00.

### Key Areas of Focus Include

- Supporting the Head of UX and Design throughout the execution of both internal and external campaigns across an array of different channels
- Working closely with key stakeholders to understand company objectives and produce high-impact visual content
- Clearly communicating the brand identity
- Preparing and proofing final artwork designs, including magazines, leaflets and flyers which will be sent to an external printing company for production
- Continuously monitoring trends in the design and digital landscape and adjusting creative output depending on findings

### Personal Profile

- The ideal applicant would be someone with lots of enthusiasm and an eagerness to learn.
- Great communication skills and the ability to work well with different stakeholders.
- Maintain attention to detail while being able to multi task.



- Good time-management and organisational skills to ensure design work is produced to the given deadlines.

#### **Previous Experience**

- You should be proficient with Adobe CC products particularly Illustrator, InDesign and Photoshop.
- Experience with digital tools such as Sketch App, Marvel, Zeplin etc.
- A versatile portfolio of work