

Yeo Valley Limited

Job Description



THE DETAILS	
JOB TITLE	Brand Designer
BUSINESS ENTITY	Yeo Valley Services Ltd
TEAM/DEPARTMENT	Brand - content & creative
SITE THE ROLE IS BASED	Yeo Valley HQ, Blagdon
REPORTING LINES	
REPORTS TO	Brand Guardian
DIRECT REPORTS	n/a
TEAM SIZE	12
BUDGET RESPONSIBILITY	None
ROLE & PERSON SPECIFICATION	
Key Aim of The Role Brief outline of role	As a Brand Designer, you will support the Brand Guardian and Yeo Valley Organic's creative team predominantly with packaging concepts and pack design updates but also with other design materials, managing our asset library and supporting the Brand Guardian to ensure all brand guidelines are applied consistently and effectively on any creatives that go out from Yeo Valley Organic.
Key Responsibilities To include as needed: <ul style="list-style-type: none"> - Decision making - Financial accountability - People management - Health & Safety accountability 	<ul style="list-style-type: none"> ♥ Creating packaging concepts/artwork mock ups for sell-in presentations based on briefs, whilst remaining in line with the brand visual identity guidelines. ♥ Rolling out packaging designs and delivering files to the repro house for different formats and flavours within a range ensuring they are in line with all the brand identity guidelines and any additional guidance from the brand guardianship team. ♥ Support the creative team on shopper marketing designs - adjusting creatives to different POS formats (shelf talkers, posters, flyers, banners, etc.) and digital banners, using your judgement and expertise.

	<ul style="list-style-type: none"> ♥ Responsible for uploading and on-going management of our brand asset library and support the team in accessing the creative content as needed. ♥ Work with the Brand Guardian to ensure that brand guidelines are kept up to date and are being followed through the line; from packaging to print and beyond. ♥ Offer design support the wider creative team on fliers, email footers, booklets, internal presentations, news bulletins, templates, posters, etc.
Personal Specification To include: <ul style="list-style-type: none"> - Qualifications & Experience 	<ul style="list-style-type: none"> ♥ Proficiency in Adobe Creative Suite (Photoshop, InDesign, Illustrator, etc) ♥ Experience in packaging design. ♥ Understanding of branding and visual identity with an ability to interpret brand guidelines creatively. ♥ Excellent knowledge of print processes, specs, substrates, etc. ♥ Typography and layout skills including type hierarchy, spacing and layout composition. ♥ An eye for details and ability to maintain consistency across different design projects. ♥ Able to take direction and act upon it. ♥ Ability to work as a team.
Benefits	<ul style="list-style-type: none"> ♥ Yeo Valley Ltd will contribute 8% of your salary into the company pension scheme. ♥ Life Cover Insurance of 3 times your salary. ♥ Health Cover Cash Back Plan with Westfield Health. This cover offers you cashback on your medical appointments (dental, optical etc). ♥ Electric vehicle salary sacrifice scheme (subject to qualifying conditions) ♥ Discounted Canteen and staff shop ♥ 25 days holiday (plus bank holidays)