Katkin: Graphic Designer

Graphic Designer / Full Time / Paid
London UK

http://www.katkin.club

We’re looking for a Graphic Designer to join our small but growing team that is obsessed with cats and their health. This will be the perfect role for someone with 2-3 years experience working either an in-house design team or agency. You’ll learn tons and have huge ownership of the aesthetic, photoshoots and more!

Role Details

The Opportunity

We started KatKin to change how parents feed cats by bringing to market fresh, personalised and species-appropriate nutrition. Global cat food spend is a $34 billion market and the fastest growing segment within pet food. Premium spend is $8BN and has been increasing 1 percentage point year-on-year; driven by both the humanisation of pets and owners’ own desire for fresh, all-natural foods.

Despite the rise of fresh pet food, particularly in the US where the concept is well proven by NomNom, Farmer’s Dog and MyOllie, cats have been left behind by new entrants. This is not surprising – cats continue to be the industry underdog, as legacy FMCG companies have never formulated cat food for cats as obligate carnivores despite it being an absolute biological necessity.

Who We Are

We’re a world-first personalised fresh nutrition and wellness company for cats and their parents. We’re building a pet company from the ground up by using technology and the best

possible pet nutrition expertise for personalisation and are vertically integrated with our own in-house production. We make the best possible fresh food for cats, and in time will make it accessible and affordable for every parent. KatKin puts cats first and our brand celebrates cats as companions at the heart of the home. We're laser focused on our core fresh food proposition, while at the same time building a one-stop club and meeting place for cat parents.

We're right at the start of what is going to be a very exciting journey. We launched in the UK in January 2020 after spending 12 months developing our core concept and range of fresh meals. Our early cat parents love us! (check out our TrustPilot and Facebook pages) and we are backed with $6M from some of London's best VCs and angels and are now looking to scale up – fast.

The Role

We're looking for a Graphic Designer to join our small but growing team that is obsessed with cats and their health. This will be the perfect role for someone with 2-3 years experience in the industry working for either an in-house design team or agency. We are looking for someone who can start immediately and you'll have as much responsibility, ownership and autonomy as you can manage.

You

Strong portfolio with briefs that explain your work including concepts that you have personally developed.

Design skills: you can design beautifully as well as understand the business needs of the work you're designing and concepting on a daily basis. This will range from e-mails to ads and landing pages to packaging. Everything the customer sees and touches you'll be responsible for.

Strategic: you can understand and unpick briefs to design

powerful comms for the channel you’re working in.

Clear and organized: you can manage shoots and complex projects where budgeting, briefing and clarity is key.

Communication: you’re comfortable presenting your work in front of the team and hearing critiques to it to make it better and more effective.

Collaboration: we’re a collaborative group who like to share all sorts of ideas to make sure the product and company are constantly moving forward.

Curiosity to learn: you’ll be open to learning new things, whether that be about design or about the industry as a whole.

What we offer
Competitive salary
MacBook
25 days holiday (prorated)
Small close-knit team
50% KatKin employee discount

Skill/Attributes Required

Your skill set

2-3 years of experience as a graphic designer, with a good working knowledge of Adobe CS software (Id, Ps, Ai), Figma

Strong knowledge of designing for all aspects of print and digital
Strong typography and layout skills, with an extremely keen eye for detail

Knowledge/ proficiency in After Effects and/or Premier is an advantage

Knowledge of photography retouching

Knowledge of preparing files to artwork for print

Knowledge of working on Art Direction for photo and video shoots; through to making this a reality by leading a shoot and creating your vision – this includes shoot budgeting and planning & liaising with external suppliers

Ability to work to brand guidelines and provide 360′ brand solutions across the customer experience to maintain cohesiveness; you'll bring fresh ideas to the table on how to evolve guidelines as we iterate our brand strategy

Can create, follow and interpret briefs from the team

Be a creative thinker with strong inspirational references

Can work independently and be comfortable taking feedback from more senior stakeholders

Ability to brief, communicate with suppliers and colleagues on all levels

Able to adhere to tight deadlines on a diverse range of projects with a calm, confident approach under the pressure of a fast moving business

Strong time management skills

Knowledge of digital content strategy and content creation to partner with those across the team in executing content

Apply/Respond by:
20/11/2020

Send: CV/Resume

To apply
** Please note your application will not be considered if you do not answer the below questions when submitting your application**
Send us your CV, portfolio and a few brief sentences on:

Why does working for a cat-first brand interest you?

Tell me about a design side project or student project you've done and why you created it?

What are your blind spots? What support will you need from the team around you? We've got your back on this!

Which brands do you think lead in campaigns, design and photography?

Which DTC brands do you regularly purchase? Which are your favourites and why?

Katkin is on a mission to level up cats' lives with fresh, real food. If you want to help cats live better and work with a kind and inspiring team apply now.

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https://www.shillingtoneducation.com/blog/katkin/