



It's in our nature

## **JOB VACANCY**

### **Graphic Designer**

#### **About Radnor Hills**

Radnor Hills is on a consistent growth journey. As we prepare for the company's future, we need an in-house graphic designer to continue bringing our brands to life. The company history is rich with stories to tell, and our brands are well established in different channels, so it's the perfect time for a creative foodie to join the team and make their mark.

Established in 1990 by founder William Watkins, independent and family-owned, Radnor Hills produces over 400 million still, sparkling and flavoured water drinks every year.

Our brands include a full range of Radnor Hills spring water, Heartsease Farm, Radnor Splash, and our market-leading range of school-approved children's drinks, Radnor Fizz.

Radnor's diverse drinks portfolio is all made using exceptionally pure Welsh spring water sourced from our family farm's land, just minutes from the production line for maximum freshness.

Environmental sustainability is a bedrock of our company. We have been a zero-to-landfill site since 2018 and have an on-site state-of-the-art recycling facility and an expert in-house team to facilitate this. Our environmental management system and site have been certified to ISO 14001 standards.

All of Radnor's products are fully recyclable - our plastic bottles and shrink wraps are 100% recyclable and are also made up of 30% recycled material, our cartons are straw free, and our aluminium cans are infinitely recyclable and sourced only 65 miles from our farm in the heart of the Welsh countryside.

In 2023, we opened new expanded production facilities, a quality assurance laboratory and a state-of-the-art office complex and invested £1.8 million in a new solar farm to help power our operations, which now delivers 25% of our electricity.

Radnor is a multi-format facility manufacturing glass, PET, cans and Tetra Pak all from one site. Our customers include all the major multiples as well as schools and independent retailers.

#### **The Role**

As Graphic Designer you will report to our Marketing Manager and will play a crucial role in shaping the visual identity of Radnor Hills and its current brands. This creative position is integral to the Marketing and Product & Innovation teams. This role will cover a variety of projects and responsibilities, the successful candidate will need to have strong communication skills and the ability to collaborate across different teams.

The role will involve designing a variety of assets, such as digital content, print materials, POS, supporting visuals for campaigns, product launches, retail activations, brand decks, marketing collateral, and social media assets to name a few.

You will also play an essential role in managing the creative output of the agencies we work with, maintaining relationships and ensuring work is completed on time, in full, within budget and within our brand guidelines.

You will join a dynamic, creative team that is great at problem-solving and plays an active and collaborative role in the wider company. A passion for food and drink is essential.

### **Main Duties and Responsibilities**

- Collaborate with all members of the marketing team to create eye-catching design assets with varying formats to be replicated across appropriate channels, digital platforms, social, print media, presentations, and one-pagers.
- Support the sales team with individual customer asset requests and sales presentations.
- Work collaboratively and directly with any agency, ensuring any outsourced work is on-brand and adheres to brand guidelines.
- Checking and improving brand health online, optimising visuals for online point of purchase.
- Source and/or create photography, illustrations, and graphics for individual projects.
- Maintain and update artwork media libraries and image archives.
- Design and create/print POS.
- Create and design assets for brand activations and for trade/consumer events.

### **Candidate requirements**

- Bachelor's degree in Graphic Design, Visual Arts, or related field or five years of relevant role experience.
- Extensive use of Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Previous experience as a Graphic Designer (3+ years.)
- Strong attention to detail and creative flair.
- Knowledge of marketing principles and design trends.
- Prior experience working within the Food and Drink industry is a bonus but not essential.

### **Hours and Location**

This permanent position is based at our head office Knighton working 40 hours per week, Monday to Friday.

**If you have what it takes to join our team, we'd love to hear from you!**

**Please send your current CV and covering letter to [jobs@radnorhills.co.uk](mailto:jobs@radnorhills.co.uk)**