



Creative (Senior)- BEAR & Urban Fruit

A little bit about us

We are BEAR. We're an ambitious young company determined to take a big bite out of bad snacking habits. We make pure fruit snacks with no added nonsense and if anyone tried to sneak sugar into our snacks we'd bite their heads off.

Since we launched 6 years ago, we've grown quickly and we are currently sold in all the UK's supermarkets and grrreat stores across the UK. We are a growing team of 40 people, mostly based in our Cave down by the river on the Southbank, London.

We started out making our tasty pure fruit yoyos, now the no. 1 kids' fruit snacking brand in the UK. Since then we've launched tasty pure fruit 'Paws' for babies and toddlers, crunchy 'Alphabites' cereal with no refined sugar or salt, and our new 'Claws'-monstrously shaped fruit bites made with 1/3 veg. We also make Urban Fruit, gently baked fruit to eat on-the-go, for 25-45 year olds who run around leading busy lives but who find eating a juicy mango on the bus home a bit of a challenge. We re-branded Urban last year, and have really ambitious plans for growth this year with new customers, attendance at loads events across the year, and plans to drive awareness.

What makes us different?

1. We keep things simple – this means only using real ingredients and absolutely no sulphites, concentrates, preservatives, added sugar or added salt.
2. We work directly with all our farmers, not through distributors, meaning we can guarantee the quality and production standards of our snacks are the very highest. We pick ripe fruit when it's perfectly in season, and bake it at low temperatures to make sure you hang on to the good bits.
3. Brand is at the heart of everything we do, and we have a lot of fun along the way.

Our values

These values are what we are actively looking for in every person who wants to come and work here:

Brave – trust your gut, don't be afraid to change your mind if it's the right thing to do, dust yourself off if things go wrong, show faith in others, and say what needs to be said respectfully.

Entrepreneurial – keep going until you find a way, think differently to challenge the norm, negotiate for the best deal, do your due diligence but don't overkill the detail.

Ambitious – come with solutions whenever you can, inspire others, keep foraging for ways to improve & embrace feedback, set stretching targets.

Real – get results through positive relationships, know yourself, listen to & respect other opinions, help others grow with constructive feedback

About you

We're looking for a brilliant creative thinker to come and join the team here at BEAR and Urban Fruit. Someone who's brave, challenging, and who cares passionately about what we're trying to achieve, and can lead and inspire others. We want someone who really challenges the way that we think, and who also loves to design too- we're a small team and will need your skills in both. Here are the most important things we're looking for from you:

- 4-7 years of experience working in-house or agency side.
- Spark, passion and bravery – you are passionate and the very best at what you do, constantly looking at ways to push boundaries, move the brands forward, and do things differently. We're looking for examples of where you have already done this.
- Experience managing and coaching others.
- Flexible and open – you are able to take and give feedback constructively, working other views into your thinking whilst still holding a strong view.
- The ability to work under time pressure.
- Able to be autonomous in working through creative ideas and narrow down to best options
- Adobe Illustrator, Photoshop, InDesign literate

A couple of things that are not essential but would be nice to have:

- Copywriting skills
- Illustration skills, as we do quite a bit of illustrated content which we create ourselves.

About the Role

This is an exciting opportunity to be part of a rapidly growing company and to shape who we are, how we look, and what we say.

We create a huge amount in-house, across a wide variety of creative platforms that span across packaging, print, digital, Kids TV, events, in-store marketing and press. It's possible your role will also involve illustration and writing copy, depending on your skills and experience. You'll be working across both our brands (BEAR and Urban Fruit) so you'll need to adopt a flexible design style. Occasionally you will also partner with agencies, particularly to input at the creative brainstorm stage.

This is a senior role in our design team, with up to 3 direct reports. You will report into our Marketing Director Emma, and work closely with Hayley, who founded BEAR, and the wider marketing team.

Reward package: dependent on experience, more details available on request.

Sound like you?

It's so important to us to find brilliant creative brains who really understand our brands, so we're asking all applicants to have a go at the creative task attached to help us with this- **please read the attached pdf with this job spec**- thanks in advance for your thoughts on this. Please send your task, plus a CV to jobs@bearnibbles.co.uk with the subject 'Senior Creative' in the title, or if you prefer to go by pigeon post:

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