

N *recipe* T NORMAL

WE'RE HIRING!
GRAPHIC DESIGNER

Hey!

FANCY JOINING OUR GROWING TEAM...

BACKGROUND

We're looking for like-minded people to join us for our next step of our exciting journey, who not only share our values but want to be part of a close-knit team who dare to challenge norms, do great work (and have fun along the way).

Recipe is one of the UK's top 5 independent agencies (*Campaign Top 100 2023*) who are responsible for delivering advertising campaigns for clients such as Aussie, AutoTrader, Coca-Cola, Audible, Zurich, Sky Media, Channel 4 and New York Bakery Co. (to name a few). We cover all bases of marketing communications mix, from brand planning, to creative development, production and brand partnerships, social strategy and content creation. We also have a media team who are responsible for buying and planning over £6m (and growing) in advertising each year. We have a unique story that makes us different, we're not normal. And proud. But what does that actually mean?

We didn't start the normal way:

Well, first and foremost we weren't founded in a normal way. In 2004 three childhood friends started Recipe in a bedroom in Chiswick. They didn't come with years of industry experience, so they didn't come with any preconceived notions about how things "should be done". They had no Recipes to follow, so they wrote their own - for every client, every brief and every challenge they faced. We now are a talented tight team of 60+ and actively hiring for new talent.

We don't make work the normal way:

Because we didn't start in the normal way. We didn't and still don't work in a "normal" way. In fact we like to actively avoid it if we can. We've unbuilt walls between creative, media and production to allow us to offer integrated solutions that are fit for purpose, with consumers needs and behaviours at the heart, and effectiveness our north star. Then, and only then, we build teams, to suit our clients needs - cherry picked on their experience, skill sets, personality and passions.

We don't make normal work:

Normal work is never as effective as you'd hope. Making work in the normal way is never as efficient. Just by looking at what other advertising is doing, what the expectations are, what those category generics are, and then playing with them a little to disrupt 'norms' is the secret ingredient to standing out - be it on TV, radio, print, outdoor or on social and digital channels. It's why our creative ambition is to create work that's impossible to ignore.

We're a SME with a mighty punch, with a fun, entrepreneurial culture that is driven by our core values which define what we are, what we have and how we act.

The Role

GRAPHIC DESIGNER

OVERVIEW – ABOUT THE ROLE

As a Graphic Designer at Recipe, you'll be responsible for creating engaging digital and social media assets, designing and artworking assets for print and large-scale OOH campaigns. This role requires proficiency in Figma and Adobe Creative Suite, along with hands-on experience in preparing artwork for print. A successful candidate will have agency experience or a portfolio showcasing work with various brands and campaigns, a strong eye for detail, and the ability to thrive in a fast-paced, client-centered environment.

JOB DESCRIPTION

Key Responsibilities

- Design and produce compelling social media and digital assets for various clients, ensuring creative alignment with each brand's strategy.
- Collaborate with account managers, copywriters, and other team members to develop and execute cohesive visual campaigns.
- Prepare print-ready artwork, ensuring accuracy and adherence to client and brand guidelines.
- Deliver high-quality print assets, including troubleshooting technical issues as needed.
- Develop and adapt designs for large-format and OOH advertising, ensuring impact and clarity at scale.
- Manage multiple projects simultaneously, keeping organized files and maintaining a workflow that aligns with project timelines and client expectations.

Required Skills + Experience

- 3+ years of graphic design experience in an agency or fast-paced creative setting, with a strong portfolio of digital, social, and print work.
- Proficiency in Figma and Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Experienced in artworking and preparing assets for print production, including knowledge of color management, scaling, and file formats.
- Confidence in sending artwork to print, with an understanding of print production workflows.
- Experience working on large-format OOH campaigns, with an understanding of scaling, resolution, and the nuances of impactful large-scale design.
- Strong organizational skills, attention to detail, and the ability to balance multiple projects and client demands.
- Collaborative mindset with excellent communication skills and the ability to adapt designs based on client feedback and project needs.

Benefits

JUST SOME OF THE BENEFITS YOU'LL GET WORKING AT RECIPE

FLEXIBLE WORKING

We operate a "3+Core" hybrid working model here. 3 days in the office (whichever days suit you best); flexibility and understanding that sometimes it may be more or the days may need to differ (the '+'); and additional flexibility for those days when in the office through 11-4pm 'core' hours. We're an agency that really believes in the power of being together but understands the need to balance this with flexibility and the benefits of hybrid working.

PEOPLE PERKS

- Bupa Healthcare
- Free Gym Membership
- Pension Scheme
- Weekly Yoga Class
- MyMynd Mental Health Service
- ROTM recognition + rewards
- Flexible Hybrid working
- Festive R+R - office closed over Christmas
- IPA Membership
- DE+I training

No outsourcing. No losing control. No wastage. No hierarchy. No egos. We built strategy, creative and account management around a production core. We also wondered why media and creative were so far apart, so brought those together too. From humble beginnings, we now partner with some of the biggest consumer brands in the world, who are just as not normal as us.

We are passionate about promoting diversity, inclusion, and equality, and are committed to working with clients who share our outlook. Our focus at Recipe has always been on our people, protecting and building on our unique culture and never standing for "normal" work. We offer equal opportunities to all candidates regardless of background, identity, sexuality, and disability.

We strive to create inclusive cultures through our dedicated internal DE+I counsel. Our mission is for everyone to feel empowered to be their true authentic selves at work. In turn, we've developed a series of pledges and actions that serves as an evolving commitment to build on our sentiment that every employee is an ally, equality of opportunity for all, to listen, to speak out, and to always be actively inclusive.

APPLICATIONS

We are supportive of all candidates and are committed to providing a fair assessment process. If you have any circumstances (such as neurodiversity, physical or mental impairments or a medical condition) that may affect your assessment, please inform our Head of People. We will discuss possible adjustments to ensure fairness. Rest assured, disclosing this information will not impact your treatment in our process.