



CREATIVE DESIGNER

WHO WE ARE

Alchemy Brands is a collection of wellness-inspired food concepts including fast casual cafés, prepared meals, and nutrition services. Our locations differ in menu and vibe depending on the neighborhood they're in. We aspire to transcend wellness by making functional, feel good food and nutrition education more accessible for all.

We use Alchemy as a platform to improve lives, celebrate eating, and unite people through service, education, and thoughtful food. Our vision is to build a collection of unique, best-in-class businesses while leading the creative forefront of the food and wellness industry.

ARE YOU...

- excited about building the Alchemy brand, sharing our story, and growing alongside us?
- passionate about design, photography, and social media?
- a self-staring people person interested in position with ample growth opportunity?

THE POSITION

The Creative Designer will work closely with the Executive team and the Marketing/Art team to create impactful, forward-thinking photo content and creative elements for marketing campaigns and beyond. This position will be largely independent with potential to work on multiple projects among the creative team.

The position requires someone who is artistic, self-motivated, enthusiastic about food culture and trend, and ready to conceive and communicate social media marketing and strategic design. Innovative thinking, creative conceptualing, beautiful photography, and clear understanding the importance of brand is essential.

RESPONSIBILITIES:

- Live inspired and motivated to embody Alchemy's vision, mission and values
- Build brand voice through creating, facilitating and moderating unique content across social media channels including Facebook, Instagram, and Instagram Stories
- Create monthly email marketing campaigns
- Grow digital presence and engagement with our target audience. Develop and refine effective cadence and calendar for content and social media
- Help design compelling, consistent creative assets that reflect the brand and lifestyle across all platforms for marketing & advertising campaigns
- Monitor social media channels throughout the day to engage with followers
- Communicate Alchemy's story, mission, and core values through creative copywriting, photography, and hands on experiences at the restaurants
- Work collaboratively with other Team Members and Marketing Manager to create relevant content that supports overall branding as well as campaigns to support marketing initiatives
- Drive reach and new lead acquisition through organic and paid social as well as through development and promotion of new content
- Research and organically engage targeted consumer groups
- As budget allows execute paid campaigns to boost posts and increase performance and measure placements to determine ultimate value

- Report to Creative Marketing Manager; must have ability to understand and translate art direction and critique to successfully create and complete projects

QUALIFICATIONS:

- Bachelor's degree, completed or in-work; art/design degree encouraged
- Strong writing and photography skills
- Proven ability to break news and identify trends
- Strong knowledge of design fundamentals, layout, typography, information hierarchy, flow, balance and unity
- Ability to thrive in a highly creative, collaborative, and dynamic environment

HOW TO APPLY:

Apply online at <https://www.alchemy-brands.com>