

## Junior Graphic Designer

Bonsai is a mobile technology company that helps people not just discover the things they love, but allows them to experience those things. Be it your new favourite pair of shoes, tickets to the movie you just watched the trailer for, or a reservation for 2 at the restaurant that just opened down the street, we're helping users interact with all the incredible things they often see online but can't find for themselves.

As one of the fastest growing startups in Canada, we've partnered with some of the largest brands, retailers, and content producers in the world to drive discoverability through best-in-class media and provide people with the best experience possible. Period.

We're excited to be bringing on a Junior Graphic Designer to help create fun, beautiful assets to be used in user emails, pitch prospective partners, promoted in marketing campaigns, and enhance Bonsai's online presence.

Reporting directly to the Growth Lead, and located at our office downtown Toronto, the role is responsible for creating email graphics, digital ad units, sales collateral, and enterprise pitch decks. The role will work to quickly identify best practices, create assets, and perform iterations based on both qualitative and quantitative feedback.

### What you'll be doing

- **Email campaigns** - You will create email templates and assets for enterprise, SMB, and user audiences by working with different team leads to understand their stakeholders' requirements. Once created, these assets will need to be regularly adjusted and improved based on the data we see.
- **Digital ad units** - You will report directly to the Growth Lead to execute various growth campaigns across several touch-points, including: email, push notification, and paid ad networks. You will be responsible for identifying and adopting industry best practices, and testing iterations to improve them.
- **Pitch decks** - You will work with both our Enterprise and SMB Partnership teams to create decks that help effectively communicate the value propositions of the company in an engaging way to various stakeholders.
- **Complementary collateral** - You will be responsible for creating aspects of the company's user and corporate websites, infographics to be used in sales cadences, and adhoc collateral requested by team leads and management.

### What you'll need to do it

- **Strong empathy.** You should try to understand and empathize with the end-recipient of your work as much as possible to ensure your assets clearly communicate your message.
- **Strong communication skills.** You should quickly be able to synthesize copious amounts of information, highlight important takeaways, and distill action items. You will work cross-functionally with various teams, each with their own requirements and considerations, and accordingly should be able to effectively broker that communication.
- **Self-motivated and proactive.** You will be responsible for your own projects for which you will own the results. You should be excited about being personally held accountable for your successes and shortcomings.
- **Time management and effective prioritization.** Things change a lot and the role requires someone who is used to juggling several tasks simultaneously. You will need to work both hard and smart; one alone will not suffice.



- **Backlog management.** You will be responsible for creating and actively maintaining a backlog of what you're working on and what you have coming up. This will be transparent to the entire organization so team members see when assets will be delivered and can plan accordingly.
- **An insatiable drive to make things better.** While prioritization is paramount, no detail is too small to go unaddressed. You should constantly be looking at every template, deck, ad unit, and piece of collateral, and asking “How can I make this better?”
- **Experience with industry-standard graphic design software.** You should have 2+ years of experience with graphic design software such as Photoshop, Illustrator, and InDesign, specifically with mockups, basic web design, and multimedia
- **Experience developing multimedia presentations.** You should have extensive experience with presentation software such as Keynote and PowerPoint.
- **Web development experience.** A working knowledge of CSS3, HTML 5, and Javascript is a plus, but not a requirement.
- *A Bachelor's Degree in Fine Art Design, Marketing, or related discipline is required, or a strong portfolio to demonstrate experience in lieu of.*

#### **How to apply**

- Email your portfolio to [eleanor@shopbonsai.ca](mailto:eleanor@shopbonsai.ca) .

