



ROLE: Graphic Designer
LOCATION: London / other
TYPE: Full-time, permanent
EXPERIENCE: 4+ years' experience
REPORTS TO: Director: Brand, Marketing & Communications

BIMA OVERVIEW

BIMA is one of the fastest-growing impact and tech companies in the world. We use mobile technology to bring insurance and health services to consumers at the bottom of the pyramid, on an unprecedented scale. In just eight years, we've built a customer base of over 26 million subscribers in 15 countries across Africa, Asia and Latin America.

The company is led by a dynamic group of entrepreneurs who are committed to disrupting the traditional insurance and health industry and democratizing access to vital services for billions of underserved families around the globe. In addition to being a recognized leader in innovation and inclusion, BIMA is one of the most attractive emerging market and insurance tech investment opportunities in the world.

Joining BIMA at this stage provides an opportunity for you to truly influence the strategy of a global, growing business. We are a vibrant company where ideas and passion are welcomed and you get real responsibility from day one.

We have brought together top-quality talent from the worlds of consultancy, development, technology, telecoms, health and finance to create a company like no other. Personality is just as important to use as experience; we are looking for intelligent, ambitious and adventurous individuals who thrive in a fast-paced environment without ego. If this sounds like you, we encourage you to apply.

Please visit www.bimamobile.com to learn more about BIMA, our team and the success and impact we've had so far.

Also check out what others think about BIMA, such as:



- Global media coverage e.g. [Business Insider](#) / [Reuters](#) / [Techworld](#) / [BBC News](#) / [BBC Inside Track](#)



THE ROLE

We are currently looking for a talented designer to join our BIMA on a full-time basis. The designer will be responsible for overseeing the creation and production of all print and digital graphics. This in-house function plays a vital role across several business divisions, from marketing and product development to human resources and operations.

RESPONSIBILITIES

As Graphic Designer you will be responsible for the creation and production of a range of design assets, including:

- **Brand communications and collateral** Reinforce brand guidelines for BIMA (imagery, mood, main rules of the brand), brand application and behaviour on ATL, BTL and digital formats, on a stand-alone or co-branded layout, and setting the evolution of BIMA's visual identity for new products and platforms.
- **Brand Consistency** Review artworks produced by other designers – ensure the brand has always been applied correctly. Provide guidance to improve designs and supply the appropriate assets and mock-ups.
- **Brand and Marketing Tool Kits** Develop the current brand tool kits for internal and external use (Brand Book, Agency Tool Kit, GIFs tool kit, etc).
- **Marketing materials** Designing, developing and customising print or other materials to support the marketing function e.g. banners, brochures, posters, events materials, stationery, garments, etc.
- **Video content** Help to conceptualise and create storyboards for commercial, institutional or documentary videos.
- **Digital content** Including:
 - Collaborating with the Tech and Product team to develop / evolve design assets e.g. screen layouts and graphics for our mobile applications
 - Working with the Communications team to generate content and wireframes for new graphics and design, e.g. newsletters.
 - Collaborating with both global and local teams, creating imagery for Social Media platforms (Facebook, Twitter, LinkedIn, Instagram), such as infographics, posts imagery, GIFs, short videos, and giving advice on brand application.
 - Helping to design the website's architecture for global and local websites, designing and publishing website pages.



- **Liaising with external suppliers**, such as:
 - Web developers, marketing or advertising agencies, video content agencies (requesting quotes, analysing budgets and negotiating deliver and timeline).
- **Ad hoc project management** including:
 - Collaborating with the local teams to give guidance on brand, design and marketing topics, brainstorming and giving insights for campaigns, designing storyboards or developing concepts for campaigns, signing off for brand application on stand-alone or co-branded campaigns (ATL, BTL, digital).

THE CANDIDATE

You must have:

- Experience working in both print and digital design
- High level of proficiency in Adobe Creative Cloud, especially InDesign, Photoshop and Illustrator
- Experience with PowerPoint to create templates, master pages and infographics.
- Experience in CMS platforms like WordPress and/or Silverstripe
- Experience in creating newsletters by using Mailchimp
- Good knowledge of Web Design and UX; ability to use programmes such as Sketch and create interactions via InVision and/or Zeplin
- Experience in video editing and creating animations would be a plus
- Ability to keep your work schedule organised by using spreadsheets or tools such as Trello or equivalent.
- Corporate experience: working within a team and managing multiple stakeholders (across several markets would be a plus)
- A passion for creative work
- Enthusiasm and a strong sense of ownership
- Ability to produce quality work within tight deadlines
- Be able to work well with a team
- Bachelor's degree in a relevant field

Ability to work from BIMA's London office is preferred, but not required.



WHY BIMA?

BIMA has a very distinct culture. We like people who are smart and independent, but we don't like ego. We share our ideas as readily as we do our opinions, and are respectful when doing so. We are driven and ambitious but most importantly we never lose our sense of humor.

Everyone in the BIMA team shares a passion for adventure. We look for bold people who love to travel, experience different cultures and try new things.

Our recruitment process is rigorous, but it has helped us build an impressive, dynamic team that shares a strong bond. If you match the profile described above we want to hear from you.

**Please send a CV, portfolio and a cover letter to careers@milvik.se
Note that applications without a cover letter will not be considered.**