



## MAKING GIFTS MATTER

### BUSINESS DESCRIPTION

|                           |   |
|---------------------------|---|
| Name of Business:         | <b>FROM YOU TO ME LTD</b>   |
| Office Address:           | STUDIO 100, THE OLD LEATHER FACTORY<br>GLOVE FACTORY STUDIOS<br>HOLT, WILTSHIRE, BA14 6RJ |
| Telephone:                | 01225 866225  |
| Generic Email:            | hello@fromyoutome.com   |
| Directors of the Company: | Managing Director – Neil Coxon<br>Design Director – Helen Stephens                        |
| Established:              | 15 <sup>th</sup> February 2007  |
| Year End:                 | 31 <sup>st</sup> January  |
| Main Website:             | <b>WWW.FROMYOUTOME.COM</b>  |
| Type of Business:         | Publishing  |

**FROM YOU TO ME** is based in Holt near Bath in the UK, easily reached from Bristol, Bath, Westbury, Warminster and surrounding villages.

The Company started with the simplest idea. To design a gift that helps close friends and family record their stories and memories for you to keep and cherish. It is an idea that has grown and developed.

**FROM YOU TO ME** now market and sell an ever-expanding range of journals and gift books direct to the UK & USA trade (gift, book, specialist, internet and national account shops) as well as to consumers through the Company's own international websites. The Company works directly in the UK and USA with sales partnerships and via license deals in many other countries around the world.

The **FROM YOU TO ME** brand was launched 16 years ago and the business has grown significantly over the last few years with the development of new personalised and stock journals, as well as a new publishing

**FROM YOU TO ME Studio 100 The Old Leather Factory Glove Factory Studios Holt Wiltshire BA14 6RJ UK**  
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Company registration number 6106502 given at Companies House, Cardiff, United Kingdom



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adventure focussing on educational and engaging children's gift titles. Further exciting diversification strategies are planned from 2023.

In a short space of time, **FROM YOU TO ME** has transformed into an innovative publisher who does things differently and with our culture at the heart of everything we do. But our heritage is not enough, we continue to grow our product offering, restlessly looking to improve, innovate and push the boundaries of our business to disrupt the publishing and gifting industry.

Our values go across everything we do, whether that is our products and what they stand for, or how we behave with customers, partners, suppliers and each other as a team.

- Relationships – we are inspired by human connection
- Impact – we seek to make a difference to the lives of others
- Innovation – we find new ways
- Sharing – we embrace the power of communication
- Customer focus – we always have the customer in mind

## OVERVIEW

Our company is a creative, successful and rapidly growing publishing business. To continue to develop and launch new stock and non-stock (print-on-demand) products we are looking for someone to join the design team to add creative input and speed up time to market.

The successful candidate will be expected to undertake their tasks as well as adding value to the rest of the Company by contributing to meetings and other activities. Coaching, training and support will be provided.

We are a small, close team with a network of out-sourced professionals that support various aspects of the business.

As part of a small business, you will be involved in and communicated to about all aspects of the business, in addition to your own role and responsibilities. We reap the rewards too with a fun and creative place to work with lots of opportunities to forge a career. We will work flexibly providing our people with the tools, experiences and support to enable them to grow and flourish in their careers.

We believe in teamwork that covers everyone we work with in all locations. We have an office, but you can work from home. You can work with suppliers, partners and customers who are from across the world.

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Every kind of talent is celebrated here. We hire the right people, not just for the role ... we are looking for people who share our ambitions to be bold and innovate, doing things differently and making our customers love us even more.

Our culture is underpinned by our values which will ensure that all applicants are treated with respect and fairness as we do with all our business relationships.

### ROLE

|              |  |
|--------------|--|
| Title        | Junior designer & illustrator  |
| Hours        | 5 days per week (less days may be agreeable)   |
| Holidays     | Equivalent of 5 weeks per year pro-rated to days worked (includes compulsory week at Christmas) plus bank holidays |
| Salary       | £TBC   |
| Expenses     | Fully expensed for required travel   |
| Interviews   | Will be held TBC   |
| Start Date   | Spring/Summer 2023 or as soon as possible after  |
| Reporting to | Helen Stephens   |
| Location     | Office based at Holt, some remote working is possible  |
| Travel       | Occasional travel may be required  |

Closing date for applications : 31<sup>st</sup> March 2023. A CV and covering letter should be sent to [careers@fromyoutome.com](mailto:careers@fromyoutome.com)



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### Primary objectives

To support the business, working with the design team to deliver high quality personalised gifts and bring new high quality stock and non-stock products to market as quickly as practicable.

Working with the marketing team to create marketing materials to support product launch, promotions and trade/consumer communications as well as social media initiatives.

To help build the Company's offering in line with the brand and culture.

### Key Accountabilities:

1. To illustrate in multiple styles to design briefs or management review, adjusting the mood and style of images accordingly.
2. To be equally comfortable drawing freehand or digital illustration.
3. To input into the New Product Development Plan (NPDP) and drive the delivery of the agreed products to ensure they are available for product launches and/or promotions.
4. To come up with ideas and be able to draw rough sketches for approval before producing final illustrations
5. To develop, and make ready to publish, new stock and non-stock (i.e. made to order) products as per the NPDP.
6. Work with third party packagers, authors and sometimes other external illustrators to bring their stories to life.
7. To adhere to, update and amend processes as required to complete tasks.
8. Continue personal development including skills, behaviours and industry knowledge to improve your ability to assist in the development and growth of the company in line with company values and objectives.

### Skills and knowledge required:

This role requires the successful candidate to pick up knowledge on the company's products, systems and procedures (training will be given), however more key to success in this role is the desire to initiate and improve. The person should continually look at how products can be brought quickly and effectively to market, contributing to their development is key. The ability to be organised, working on multiple projects, helping team members, quickly adapting to fresh idea enthusiastically is essential!



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Experience:

- Illustration capabilities essential
- Good knowledge in the core Adobe CC product suite (InDesign / Photoshop / Illustrator) essential
- High level knowledge of cloud software essential
- High level capabilities using Apple Macs
- Experience in layout design and an understanding of file formation for print and web
- Experience of producing products with correct design, colour settings & layout essential
- Confident and flexible when working to colour guidelines and mood-boards
- Motion graphics and animation skills advantageous
- Photo & video editing skills advantageous but not essential
- Publishing knowledge advantageous but not essential

### Core competencies

- Creative and imaginative with an eye for color, balance, and layout.
- Able to create a drawing that expresses an idea or concept.
- Excellent drawing, sketching, and painting skills.
- Great photography and photography editing skills.
- Familiar with Microsoft office and adobe design software.
- Organised and professional.
- Equally comfortable in a team as working on their own.
- An eye for detail.
- Reliable with hitting deadline date and coping with the pressure of multiple briefs.
- Able to take direction, constructive feedback and support other members of the team.
- Contribute and develop ideas during brainstorming and creative meetings.
- Customer service focus and understanding.
- Concern for accuracy, quality, and timeliness.
- Empathetic and strong interpersonal skills.
- Demonstrates initiative.
- Takes a personal interest in innovative design, trends, and evolving technologies.
- Ability to fit with the Company's core values.