



## Kuli Kuli Design and Branding Fellowship

Kuli Kuli is a rapidly growing startup at the intersection of consumer packaged goods (CPG) and social good. We are creating an international market for *Moringa oleifera* to improve the livelihoods and health of women in West Africa. We sell nutritional bars and supplement powders made with moringa sustainably sourced from African women's cooperatives. Our products are carried in over 200 grocery stores and sold online at [kulikulifoods.com](http://kulikulifoods.com). Kuli Kuli's mission is to create a world where everyone has access to nutritious sources of food and malnutrition only exists in history books. We've been featured on [MSNBC](#), [NBC](#) and in [Fast Company](#) for our unique products and compelling social mission. Kuli Kuli has been named one of the top food startups of 2014 and one of the top startups that are changing the world.

We are looking for a Design and Branding Fellow with a passion for social change, consumer food packaging, elevating design standards, and a strong desire to help us grow our company and our cause. You'll work closely with our Creative Director and team on a wide range of branded projects.

### Responsibilities

- Design clear and engaging graphic communications for print, packaging, and web. This may include brand evolution, visual lexicon development, packaging concepts, promotional items, web site and social media graphics, posters, flyers, and other marketing materials as needed
- Develop and clearly communicate creative and design concepts
- Work closely with our team and Creative Director to translating communication objectives into visually stunning and effective marketing materials

### Required Skills/Experience

- Be proficient in Adobe InDesign, Illustrator, & Photoshop and/or other common design and layout applications
- Be able to bridge between formal design applications and MS Word, Powerpoint or Keynote, Adobe Acrobat, and relevant software applications.
- Have a computer and access to graphic design and layout software
- Must be extremely organized and detail oriented
- Must have excellent time management skills
- Must have ability to work independently as well as in partnership with team
- Have at least 2 years of experience through a design program or equivalent
- Desire to learn and apply design principles to a cause
- Clearly communicate and present ideas and design process
- Basic understanding of Brand Packaging, UI/UX design, and Typography preferred



## Hours & Compensation

Small stipends will be provided to qualified full-time candidates with a minimum three month commitment for the summer fellowship and four month commitment for fall and spring. Start and end dates are flexible for those in graduate or undergraduate programs. All work travel will be reimbursed. The position is based in our dynamic co-working space near the beautiful waterfront of Jack London Square in Oakland, CA. Perks include morning yoga, unlimited snacks and regular team outings via kayak and paddle board. Based on performance, a full-time offer is possible at the end of the fellowship.

## Application Instructions

Email your resume, cover letter and three sample Facebook postcards to [hello@kulikulifoods.com](mailto:hello@kulikulifoods.com) with your name and the position in the subject line like this, "Wangari Maathai for Design and Branding Fellowship." Applications will be reviewed three times per year on the following cycle:

- Spring Fellowship (Jan 5th - June 1st), Apply by December 1st
- Summer Fellowship (May 25th - Sept 25th), Apply by March 31st
- Fall Fellowship (Sept 14th - Jan 15th), Apply by May 31<sup>st</sup>