



## BRAND DESIGN - STAGE / ALTERNANCE

### About

Transport is responsible for 40% of gas emissions and public nuisance in cities. Electric cars are the most efficient solution to tackle this problem but finding your next electric car is a very painful process if you're a company or a regular consumer. [Beev](#) is an all in 1 platform that helps you find your next electric car and charging station at the best price.

If you've already tried to buy an electric car, you may know the pain of having to figure it out all by yourself and not find any information. It's a poor experience and many people give up their project. Beev is a company that aims to create a seamless and reassuring experience for everyone who needs an electric car.

Thanks to [Beev](#), you don't have to waste your time comparing offers and finding ways to charge your car. We'll help you:

- Find your next electric car
- Finance your electric car
- Ensure and maintain it
- Find your charging station

The company was created in the end of 2019 by [Solal](#) and [Chanez](#) who worked in the automotive industry for years. We're a team of 18 passionate people who believe that every vehicle crossed in the street should be electric. Our ambition is simple: Transform the French and European car fleet into electric vehicles.

We're supported by leading names in the automotive industry and major startup programs and we aim to become Europe's first EV platform. And guess what? the best is yet to come!

## **Our values**

### **Environment**

We only have one planet. We're creating an alternative for consumers to have less impact on the environment and have a more sustainable lifestyle. We are on a mission for The democratization of the ecological impact.

### **Inclusive**

Diversity is a gift. Equality, diversity and inclusion are at the heart of what we believe the world should be and we intend to create an environment that works for everyone at Beev.

### **Bold**

We are a team of ambitious people who want to make a difference in the world and defy the status quo. We're on a mission to strive and disrupt the way we consume and move, no matter what it takes.

### **Transparency**

We are on a mission to simplify complex topics so people can understand and use them.

### **Ownership**

Because we expect the best from the people working at Beev, we want them to feel completely committed to the results of their actions. Acting and being accountable for the results of your actions and taking the initiative to bring about positive results.

### **Frugality**

Do more with less. Beev was started with nothing and we managed to achieve great things with limited resources. Doing your best with limited resources is a talent every beever has.

Frugality is also at the core of Beev's ecological concern, Making more, Polluting less.

### **Commitment**

We are committed to our team. We believe engagement and consistency are the only way to achieve our goals and prosper together. "Without commitment, you don't start, without consistency, you'll never finish"

## About the Role

Switching to an electric car is a complex and operationally demanding business (EV and charging station logistic, financial validation) and translating that complexity into a seamless experience for our users requires a special kind of expertise. We are looking for someone to work alongside our Brand Manager.

As an Brand Design your main tasks would be to

- Contribute to Beev's brand identity
- Create our visual identity and assets (photos and videos) for online campaigns (social networks, videos, filming, ads) and our offline campaigns.
- Provide operational support to the communication and brand team on specific issues.
- Monitor current graphic trends and customer feedback to improve our image
- Ensure the maintenance of our visual and graphic identity (logos, color, icons, illustrations, fonts, etc.) and provide our universe with illustrations and graphics
- Help to ensure that this identity is applied to all our media
- Offline : working on creation of prospecting tools, flyers, kakemonos, stickers, goodies, etc.)
- Online: working on advertisements, videos, visuals, banners, social network posts, etc.)
- Ensure a creative watch in order to enrich the brand's artistic direction
- Developing Beev' YouTube Channel : working on EV car test organization, FAQ, vlog, etc)

- Our EV Community : You will help to develop and federate our awesome EV Community
- Emails and push notifications: You will work on all the communications sent to our users (content strategy, design, written content, communications calendar) and they will love it
- Social media management: You will work on all our social media (YouTube, Twitter and LinkedIn)  
Not following Beev will be something inconceivable.

## **WHAT WE'RE LOOKING FOR**

- With a bachelor's degree in visual communication/graphics, you are looking for a full-time internship at the end of your studies, or for a 6-month work-study period
- Tools: You are at ease with graphic design tools (e.g. Figma or Photoshop), and eager to learn more about CRM tools (knowledge Hubspot), you are a Swiss Army knife.
- You are a wizard with Motion Design and you like using it
- Design skills: You love discovering and creating appealing creatives, people believe you should have been an artist. But you believe brand content is art, and you are right.
- Skills in motion design and/or illustration are a plus
- Writing skills: You enjoy writing stories and articles, and you should write a book.
- Creativity: Your brain is always full of new and creative ideas, you are unstoppable.
- Attention to details: You know that the devil is in the details and you always spot issues.
- Mindset: You have an entrepreneurial mindset, you like challenges,

you welcome feedback and you are willing to get better everyday to reach excellence.

### **Cool stuff about working at Beev :**

- Join a fast-growing startup in a stimulating environment and have a positive impact on the world
- A dynamic and exciting environment
- Offices at WeWork in the center of Paris and flexible remote policy
- Meal vouchers (Swile)
- Alan Insurance
- Transportation (50%)
- Events with the team
- Off-site each year
- A young ambitious team who wants to take over Europe and the world

### **Process**

- 1st interview: 30-minute introductory call
- 2nd interview: Case study, Q&A
- 3rd interview: Physical meeting at WeWork and culture fit
- Reference check