

## JOB DESCRIPTION



Section 1: General information	
Job title:	Graphic Design Lead
Department:	Marketing
Reports to:	Marketing Manager
Section 2: PenCarrie's story and purpose	
<p><b>PenCarrie's story:</b></p> <p>With over 30 years' experience, PenCarrie has built a strong reputation as a leading B2B supplier to the garment decoration industry. Based in Willand, Devon, PenCarrie stocks over 3,500 product lines from over 75 of the industry's top brands from promotional t-shirts to high specification outdoor wear. With a primary focus on meeting the needs of customers, PenCarrie delivers not just on choice but on customer service, reliability and the values that make it one of the leading companies in the market. We are a family business employing 300 Team PenCarrie members each of whom is as passionate about the business as the next.</p> <p><b>PenCarrie's purpose:</b></p> <p>The distribution partner that enables exceptional customer success.</p>	
Section 3: Purpose and responsibilities of the role	
<p><b>Main purpose of role:</b></p> <p>We are seeking a digital-first, highly ambitious and motivated Graphic Design Lead with experience in inspiring and creating concepts and design across offline as well as online media. You will be managing the brand identity development as well as the campaign output that supports the business strategy, through both in-house and agency resource.</p> <p>The company is in the process of a digital transformation and this role is pivotal in leading in inspiring, purposeful and consistent visual communication for the PenCarrie brand to support the marketing strategy and growth objectives of the company.</p> <p>The ideal candidate is both creative and strategic in thinking, and will be responsible for the consistency, design and presentation of all visual assets for PenCarrie across all channels including the website, key pages, effective modules and assets, emails as well as social and internal comms. You will have the freedom to improve and develop these assets when needed with appropriate development tickets.</p> <p>Forward planning, budget and time management are essential, as is the ability to multitask to enable you to run multiple projects at any one time. An effective planner and proactive communicator, you will be responsible for the design budget and the delivery of design output, both from inhouse and agency resource. You're passionate about keeping up with in trends across popular culture, the fashion industry, design industry and across the B2B clothing distribution industry. You'll also know how to leverage the latest software and technology for quality and efficiency, including the use of in app AI tools.</p> <p>Determined, organised, proactive and with a keen eye for detail you will be a key part of this high performing, ever-learning team.</p> <p><b>Main responsibilities:</b></p> <ol style="list-style-type: none"><li>1. Creative Leadership: Drive the visual direction of the brand, ensuring consistency across all touchpoints.</li><li>2. Design Execution: Develop high-quality, visually compelling designs for digital platforms, including websites, email campaigns, social media, and online advertising, as well as print materials when required.</li></ol>	

3. **Brand Custodian:** Ensure that all designs align with our brand guidelines, while contributing to their evolution to keep the brand fresh and relevant.
4. **Output Quality Management:** Be responsible for the quality of output of any in-house or agency resource.
5. **Collaboration:** Partner with marketing, product, and sales teams to translate business objectives into creative strategies and deliverables.
6. **Innovation:** Stay ahead of design trends and emerging technologies, implementing new ideas to enhance our digital presence and user engagement.
7. **Project Management:** Oversee multiple projects simultaneously, ensuring deadlines are met without compromising quality.
8. **Stakeholder Engagement:** Present concepts and ideas to senior management and stakeholders, incorporating feedback effectively into designs.
9. **Ensure best value on use of resource:** review design operations and activity to ensure the right resource is lined up against the right task, including proposing areas for outsourcing (e.g. image manipulation/re-touching/ reviewing software and tech stack and ensuring fit for purpose and leveraging latest developments in design).
10. **Oversee production and print of physical marketing assets** to ensure they are produced to a high standard that supports the PenCarrie brand. Support the PCTM to achieve this on printed brochures.
11. **Develop an excellent knowledge of our customers’ businesses and their sectors** to ensure that design solutions are relevant.
12. **Budget management,** including ensuring cost vs efficiency is delivered.
13. **Take on any other responsibilities or tasks** within skills and abilities whenever reasonably asked.

**Section 4: Person specification**

**Knowledge, skills and experience required:**

**Essential:**

- **Experience:** 3-5 years in graphic design, with a focus on digital; B2B experience preferred.
- **Software Proficiency:** Expertise in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, or other design tools.
- **Early Tech Adopter:** Leading the way with key technical advances to support the role, including AI (FireFly, Adobe tools, such as generative fill, etc.)
- **Creative excellence:** Proven ability to conceptualise and execute innovative designs that resonates with a B2B audience.
- **Communication:** Experience presenting to stakeholders and sharing creative ideas with teams using strong interpersonal and communication skills.
- **Detail-Oriented:** A meticulous eye for detail and a commitment to delivering work of the highest quality.
- **Strategic Mindset:** Ability to balance creativity with business objectives, delivering designs that drive engagement and results.
- **Project Management:** Strong organisational skills and the ability to manage multiple projects in a fast-paced environment.
- **Budget Management:** Proven experience managing budgets, including outsourcing resource and print/delivery.
- **Digital Focus:** Strong portfolio showcasing creative work across digital platforms, including UI/UX design, email campaigns, digital graphics and landing page assets and social media assets.

**PenCarrie Values**

**We're dedicated to customer success**

- Every one of us can make a difference to our customers' experience
- We actively look for ways to help our customers succeed
- Our customers are considered in every decision we make

**We build strong and respectful relationships**

- We create a kind, safe and inclusive workplace where everyone feels they can thrive
- We collaborate to find solutions and build ideas
- We build trust in each other
- We're prepared to have the difficult conversations, giving and receiving feedback

**We look forward and embrace change**

- We're bold, brave and inspirational
- We look up, look out and look forward
- We anticipate and embrace change

**We're proud of everything we do**

- We strive to improve in everything we do
- We celebrate our achievements
- We all have a voice
- We know our priorities and implement with conviction and pace

**We grow responsibly**

- We use our resources wisely
- We're clear and transparent in our communications to all our stakeholders
- We're committed to reducing our environmental impact
- We give back to our communities



**Section 5: Job description prepared by**

**Job title: Marketing Manager**

**Date: December 2024**