

JOB DESCRIPTION



Job Title:	Graphic Designer
Reports to:	Graphic Design Manager
<p>With over 25 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 80 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 makes it one of the leading companies in the market.</p> <p>The Role</p> <p>Are you packed with creative ideas, excited by branding and communication, driven by accuracy and perfection, with an enviable skillset honed in the digital environment? This is a great opportunity to join an exciting and growing business, and to help shape our creative output as we advance our digitally focused marketing activity. Hybrid working with a minimum 2 days a week office-based.</p> <p>Reporting to, and supporting, the Graphic Designer Manager and working closely with the Campaigns Team, this role includes the delivery of exciting, fresh and on-brand digital campaign activity, and general day to day design support across the varied marketing and branding activity of the business. From email campaigns to web banners, marketing support material to creating impactful landing pages on our new website. You'll get to work on some of the leading fashion, workwear and retail brands in our industry and will play an important role in keeping PenCarrie at the leading edge.</p> <p>The ideal candidate will be commercially minded, with strong interpersonal skills. Calm and comfortable under pressure with the ability to understand marketing objectives. A great eye for typography and a natural at choosing, cropping and enhancing images for the best results. Someone who combines speed and accuracy, who can think on their feet, challenge briefs, influence creative and work closely and collaboratively within a tight-knit team. Adaptable, approachable, determined, proactive, efficient and up to date on current design trends and prepared to get stuck in and help out on all design tasks. So, if that sounds like you, PenCarrie would love to hear from you!</p>	
<p>Main Responsibilities:</p> <ol style="list-style-type: none">1. Create and deliver digital content for B2B e-commerce marketing campaigns across web, email and social platforms, adhering to existing brand guidelines.2. Support the marketing team with day to day design requirements, both digital and print.3. Create artwork to high quality and print-ready standard.4. Generate new ideas and concepts, and challenge expectations.5. Clearly communicate and share your ideas, influences and inspiration with the wider marketing team.6. Work collaboratively, efficiently and accurately.7. Keep up to date on latest trends.8. Support Graphic Design Manager on larger projects across the business, including in-house initiatives, new brand development, direct mail, exhibition design and theme development.9. Take on any other responsibilities or tasks that are within your skills and abilities whenever reasonably asked.	

Key Competencies:

Perseverance

Pursues everything with energy, drive, and a need to finish; seldom gives up before finishing, especially in the face of resistance or setbacks.

Attention to detail

Thoroughness in completing a task through concern for all the areas involved, no matter how small. Monitors and checks work or information and plans and organises time and resources efficiently.

Priority Setting

Spends his/her and the time of others on what's important; quickly zeros in on the critical few and puts the trivial many aside; can quickly sense what will help or hinder accomplishing a goal; eliminates roadblocks; creates focus.

Peer Relationships

Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is co-operative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.

Customer Focus

Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.

Composure

Is cool under pressure; does not become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn't show frustration when resisted or blocked; is a settling influence in a crisis.

Initiative

Does more than is required or expected in the job; does things that no one has requested that will improve or enhance products and services, or avoid problems; plans ahead for upcoming problems or opportunities and takes appropriate action.

Functional/Technical Skills

Has the functional and technical knowledge and skills to do the job at a high level of accomplishment.

Interpersonal Savvy

Relates well to all kinds of people, up, down, and sideways, inside and outside the organisation; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; can diffuse even high-tension situations comfortably.

Knowledge, skills and experience required:

Essential

- Degree in Graphic Design (or equivalent)
- Minimum 2-4 years' commercial agency or in-house design experience (ideally with exposure to eCommerce and retail brands).
- Highly proficient user of the Adobe Creative Suite – Indesign, Photoshop, Illustrator.
- Solid image manipulation and retouching skills.
- Experience designing digital marketing, email campaigns and social media channels.
- HTML and CSS experience.
- Experience working with and designing in a responsive CMS-based website platform.
- A strong portfolio showcasing digital marketing and advertising, and a variety of print solutions. (Fashion, garment and retail marketing creative of particular interest).
- A strong understanding of brand, able to adapt your style to suit.
- A great communicator, able to work with and collaborate with people of all backgrounds.
- Comfortable wearing a few hats and always willing to rise to a design challenge – whatever the brief.
- Solid experience in delivering artwork within tight deadlines.
- Great organisational and time-management skills with the ability to plan, prioritise, multi-task multiple sized projects.
- Excellent interpersonal and communication skills, in written and spoken English and the ability to communicate with technical and non-technical stakeholders at all levels.
- Ability to work in-office and remotely from home

Desirable

- Experience working with the DotDigital email platform (or equivalent) desired but not essential.
- Video editing experience (preferably using Premier and After Effects).
- B2B industry experience.

Applications must be supported by a current CV and relevant examples of work