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| **Section 1: General information** | |
| **Job title:** | **Graphic Designer** |
| **Department:** | **Marketing** |
| **Reports to:** | **Graphic Design Lead** |
| **Section 2: PenCarrie’s story and purpose** | |
| **PenCarrie’s story:**  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.  **PenCarrie’s purpose:**  The distribution partner that enables exceptional customer success. | |
| **Section 3: Purpose and responsibilities of the role** | |
| **Main purpose of role:**  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 3 days a week office based.  Reporting to, and supporting, the Graphic Design Lead and working closely with the Marketing Team, this role includes the delivery of exciting, fresh and on-brand digital campaign activity, and general day to day design and artworking 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 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.  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!  **Main responsibilities:**   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 the Graphic Design Lead 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. | |
| **Section 4: Person specification** | |
| **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. | |
| **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 * Icon    Description automatically generatedWe 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: 26 August 2025** | |