

## JOB DESCRIPTION



Section 1: General information	
Job title:	Power BI Developer
Department:	IT
Reports to:	BI & Data 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>This role is pivotal in owning, managing, and evolving the Power BI environment, ensuring robust governance, deployment, and support. Working closely with the Data Engineer and BI Manager, the Power BI Developer will bridge the gap between data engineering and business reporting to deliver scalable, secure, and high-performing business intelligence solutions across the organisation.</p> <p><b>Main responsibilities:</b></p> <ol style="list-style-type: none"><li>1. Manage the Power BI Service: workspaces, permissions, deployment pipelines, and gateways.</li><li>2. Develop and maintain Power BI datasets, reports, and dashboards using best practices in DAX and Power Query</li><li>3. Develop and manage DAX measures, calculated columns, and KPIs to ensure consistency, accuracy, and alignment with business objectives across reports and dashboards</li><li>4. Optimisation of data models and DAX queries for performance and scalability. Conduct testing and validation of reports and datasets to ensure accuracy and reliability.</li><li>5. Collaborate with the Data Engineer on data modelling (Power BI tabular modelling, SSAS) and input on ETL requirements.</li><li>6. Work closely with business analysts, stakeholders, and end-users to gather requirements. Solving organisational problems with data solutions.</li><li>7. Support end-user enablement by assisting with training, documentation, and promoting best practices in order to enable self-service analytics.</li><li>8. Support the implementation of Power Bi governance policies (naming conventions, documentation, and version control).</li><li>9. Foster a culture of continuous improvement, contributing to process enhancements and tool optimisation.</li><li>10. Take on any other responsibilities or tasks that are within your skills and abilities whenever reasonably asked.</li></ol>	
Section 4: Person specification	
<p><b>Knowledge, skills and experience required:</b></p> <p><b>Essential</b></p>	

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- Qualification in relevant STEM field, or industry experience or certifications such as PL-300/DA-100.
- Strong experience with Power BI Desktop and Service, including DAX and Power Query (M).
- Data visualisation skills, selecting the right visual for communicating the relevant information to the intended audience.
- Ability to manage Power BI environments (workspaces, permissions, deployment pipelines).
- Solid understanding of data modelling principles and experience with tabular models (Power BI/Azure Analysis Services).
- Proficiency in SQL for querying and transforming data, including creating reports in Power BI Reporting Services.
- Excellent communication skills and ability to work with both technical and non-technical stakeholders.

### Desirable

- Familiarity with ETL concepts.
- Fundamental Python skills for data analytics.
- Experience with KQL for telemetry or log analytics.
- Understanding of compliance requirements (PCI, GDPR)
- Exposure to Microsoft Dynamics 365 Business Central and its data structures.
- Experience with Power BI REST API and automation tools (e.g. PowerShell, Azure DevOps)
- Knowledge of Microsoft Fabric, Dataverse, or Common Data Model.
- Exposure to CI/CD pipelines for BI deployments.
- Understanding of data governance and security best practices.
- Prior experience in a B2B or distribution environment.
- Experience with GA4 and Looker Studio

### 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



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### 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: BI and Data Manager**

**Date: July 2025**