

Graphic Designer  
Job description May 25

## The job

We are looking for a proactive and inspired Graphic Designer and retoucher to deliver exceptional creative content across various platforms. This role is pivotal in maintaining the visual identity of PINCH, ensuring that all content is cohesive, high-quality, and aligned with our brand pillars, and values. You will be responsible for managing a variety of creative output across digital and print.

The applicant will have proven elegant graphical understanding, creative sensitivity, as well as organised and clear practical thinking. The candidate will have been in a similar luxury brand role and or business for a minimum of 2-5 years.

We are looking for an individual who is looking to grow professionally within a continuously evolving, quality focussed, and creatively driven, owner led business. The winning candidate will work closely with Co-Founder Russell Pinch, Head of Marketing, and with the Brand Manager role, offering exposure to the strong, strategic elements of our marketing strategy and the shared creative drive that defines our work

We are an award winning UK furniture brand - put simply we are furniture lovers who love to design and make well. We are driven by delivering beautifully considered products, made with a genuine commitment to quality, coupled with expert, considerate and generous service. Quality is at the heart of all that we do, and our reputation has been hard won over the last 20 years and is highly valued.

## Our culture

Our business is a busy medium-sized business, spanning several team pillars across design, production, procurement, marketing, sales, fulfilment and finance. With most teams collaboratively sharing our studio space. Our culture is defined by our brand values of creativity, warmth, consideration, confidence and rigour. Our team is sociable and co supportive, and ambitious in its output. We strive to do all things to the best of our abilities, with a commitment to look after one another, our customers, and our suppliers whilst enjoying the process, our time at work, and the pride and fulfilment that delivers.

## Responsibilities

- **Design Execution:**
  - Creating visuals for various mediums across digital & print including: email, social media, website, press releases, brand presentations, lookbooks & other.
  - Creating consistency across all customer facing and internal documents and forms.
  - Working collaboratively on the visual language for pinchdesign.com working closely with our web development agency.
  - Retouching all visual shoot assets to ensure consistency, and correct colour balance.

Forward plan the visual look and feel for instagram grid, and stories according to team lead strategies.

Edit moving image and video assets for use in multiple forms: website, social & paid ad additionally working with our filmmakers.

- **Brand Consistency:**

Ensuring all PINCH assets and design elements adhere to brand guidelines and maintain a cohesive visual identity.

- **Project Management:**

Managing multiple projects simultaneously, prioritising tasks, and meeting deadlines.

- **Collaboration:**

Working closely with Co-Founder, Head of Marketing and Brand Manager and on campaign ideation, and treatment across all assets. As well as supporting creative direction on photo & moving image shoots.

- **Creative Thinking:**

Developing innovative and engaging designs that capture the essence of the brand and resonate with our audience.

## Experience

- Extensive experience with Adobe Creative Suite, with a strong focus on Photoshop, InDesign, Illustrator, After Effects, and Figma.
- Klaviyo experience is advantageous.
- Proficient retoucher.
- Proven experience in video editing.
- Strong understanding of branding and the ability to create cohesive and on-brand designs across various channels and mediums.
- Excellent communication and collaboration skills, with the ability to work cross-functionally with multiple departments.
- Strong problem-solving and time management skills, with the ability to handle multiple projects simultaneously.
- Attention to detail and a commitment to delivering high-quality work.
- Well organised in cataloging visual assets for use across the business.
- Experience working in the luxury sector (Furniture, Interiors, Fashion, Travel).

## Skills

- Creative, sensitive and practical designer.
- Effective communicator.
- High standard of written communication.
- Positive collaborator.
- Natural responsibility taker.
- Well-organized multi-tasker.
- Thorough and detail orientated.
- Commercial thinker.
- Perfection seeking.
- Quality literate.
- Proactive initiative taker.
- Comfortable to roll up sleeves and muck in with team.

Also

- Studio based role - Clapham North Art Centre.
- Permanent contract.
- Full time role - Monday to Friday 9am - 6pm.
- 2 -5 years, extensive proven experience in a similar role.
- Reporting to Brand Manager.
- Salary commensurate with experience.

To apply for this role please email [jobs@pinchdesign.com](mailto:jobs@pinchdesign.com) with your CV and portfolio, with a cover letter explaining why you think you and your experience would make a great addition to our team.