



PetEdge

Frank Rowe & Son.

Bardel Bows

5 Cherry Hill Drive
Suite 301
Danvers, MA 01923

Job Description

Job Title: Email & Web Graphics Designer	Reports to: Sr. Director of Marketing
Department: Marketing	Job Status: Exempt
Revision Date: 7/3/2023	Other:

Purpose of Position

The Email & Web Graphic Designer works across all areas of Marketing with an emphasis on email campaigns and web graphics for multiple company divisions. You will be an integral part of a multi-channel marketing team focused on driving customer engagement and revenue. You will produce graphics for emails, promotions, social campaigns, homepages, landing pages, product detail pages, SMS campaigns, and other Marketing initiatives. You will be responsible for scheduling, testing, and sending Marketing emails to specific customer lists and segments. The Designer will be responsible for updating our website graphics and product offers using our Magento CRM System. The designer will also have the opportunity to work with our Packaging Design & Print Teams.

Essential Job Functions/Responsibilities: (other duties may be assigned. Management also reserves the right to change or modify position descriptions from time-to-time to meet the needs of the business with or without notice).

Role and Responsibilities:

- Create compelling, on-brand email graphics.
- Execute the email production process from design, production, and campaign deployment.
- Execute Email automations and testing.
- Work closely with Marketing Managers to develop and execute email calendars and schedules.
- Ensure all mailings are delivered correctly, promptly, and to schedule to deliver maximum revenues.
- Ensure best practice email design, build and usability. Utilize the Email Service Provider tools to ensure maximum deliverability and optimal usability. Raise support requests and liaise with ESPs when needed.
- Keep abreast of industry best practice, new techniques, and competitor activity in relation to email.
- Build, test, and deliver HTML templates.
- Create compelling, on-brand web graphics for homepages, landing pages, product detail pages, and other web graphics as needed.
- Edit and update web existing graphics.
- Update websites using the Magento content management system.



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- Edit and process product images delivered by Photo Studio or Vendors for web, email, and print usage.
- Create Tradeshow Signs and place orders for signs, ensure accurate and timely delivery to destinations.
- Create and produce sales materials for sales teams.
- Assist in other areas of Marketing as needed including catalog design and production.
- Studio Photography, Video Graphics and editing experience a plus.

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.