

# LING DESIGN

PUBLISHER OF GREETINGS CARDS  
AND PENNY KENNEDY GIFT PACKAGING

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## PENNY KENNEDY BRAND & PRODUCT MANAGER

Penny Kennedy is a well-respected supplier of premium gift packaging working with successful licenses such as Emma Bridgewater, Nina Campbell, Sara Miller Alice Scott and Happy Jackson.

Penny Kennedy has won the industry Henrys award for gift packaging many times in recent years and supplies prestigious customers including John Lewis, Fenwicks and Selfridges and many independent stores and garden centres both in the UK and overseas.

The brand sits within the Ling Design Ltd business which is based in Bath and sells 25 million greetings cards worldwide.

We are looking for a passionate Product/Brand Manager to run this exciting and complex division. Effectively, you will be the business manager for this division.

The job's mission is to continuously develop our product range, bringing to the market new, exciting and targeted designs and making sure they quickly sell-in and sell-through to our loyal and knowledgeable customer base.

As Brand Manager you will be focused on building and developing partnerships which will extend Penny Kennedy's reach and thus its success.

The ideal candidate already has experience in product and brand management and, ideally, will have worked in a licensing environment.

You will be used to lateral thinking and using your considerable charm and skillset to work with our existing and new licenses as well as our customers, marketing resource, buyers and sellers to ensure maximised distribution, profitability and activity.

This is a pivotal role for the organisation and will have accountability for the P&L of the business as well as working on new launches, forecasts and marketing.

You will report directly to the Ling Managing Director.



Your key responsibilities and duties include:

- Working on a product strategy with existing and new licenses to ensure our range is fresh, premium and in line with what our customers want.
- Managing these licensors within the business' critical path.
- Ensure that Penny Kennedy continues to be the go to brand for all licensor's looking to work with a gift packaging specialist.
- Developing in house ranges with our internal design team where gaps are required to be filled.
- Curate two launches per year to ensure that we have excellent demand and sell through.
- Working across all internal departments to ensure that every part of the process is covered and the product will be launched on time and to budget.
- Work with sales teams and marketing teams on product launches and ensure maximum early sell through.
- Use your numeracy skills to ensure that all decisions are considered and accountable to ensure profit maximisation.
- Ensure maximum coverage for the brand through electronic and print media through working with all internal and external stakeholders.
- Attend customer meetings to talk about the brand, products and ongoing activity.
- Manage the pricing strategy with the MD to ensure margin maximisation
- Work with the purchasing and stock management teams to ensure we have the required stock, controlled purchasing in line with demand and costing of ongoing new product development
- Bring back to the business opportunities for discussion whether that be customer, license or product and present well thought out business plans.
- The successful candidate will be instrumental in developing the growth of this division and, over time, will have the opportunity to get involved in other brands within the Ling portfolio as the business grows.

Skills and abilities:

- Experience in product (ideally within the gift or licensing world).
- Highest level of integrity and management of sensitive information.
- Numerate and computer literate and confident in working with data and complex information.
- Strong written English skills coupled with excellent communication and marketing skills.
- A keen design eye and the assurance to judge appropriate product and trends in line with PK's range requirements and the ability to curate ranges in line with the market's requirements.
- The ability to work under pressure, hit deadlines and show strong commercial acumen.

If you see this exciting job as the next step in your career and want to work in our fast paced design led business in Bath please contact:

[careers@lingdesign.co.uk](mailto:careers@lingdesign.co.uk)

