

Graphic Designer / Art Director

About the Role

We're looking for a talented Graphic Designer / Art Director to join our Central Marketing team and help shape the new Paychex Europe visual identity.

In this hands-on creative role, you'll design engaging digital and print assets — including campaign graphics, website visuals, sales materials, presentations, event visuals, and social media content — ensuring brand consistency across all markets.

This role is ideal (not exclusive) for a designer who thrives in a B2B software environment, balancing creative excellence with the ability to deliver high-quality assets on time and at scale.

Key Responsibilities

- **Brand Guardian:** Ensure consistent application of the new CVI across all assets, channels, and markets.
- **Production & Creation:** Create and adapt assets for web, social media, email campaigns, presentations, events, and print materials.
- **Creative Concepting:** Develop design ideas that bring campaigns, product launches, and brand storytelling initiatives to life.
- **Digital & Web Collaboration:** Partner with the Online Marketing team on web design elements, landing pages, infographics, and digital ads.
- **Agency & Partner Coordination:** Manage relationships with external design or creative agencies where needed, ensuring consistency and quality.
- **Template & Toolkit Development:** Build and maintain design templates, iconography, and guidelines to ensure consistent and scalable design implementation across the organization.

Qualifications

- At least 4 years of experience as a Graphic Designer, Visual Designer, or Art Director – ideally within a B2B software/tech/SaaS environment.
- Strong portfolio showcasing a mix of digital and print work.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, and presentation tools (PowerPoint, Google Slides).
- Solid grasp of branding, typography, and layout principles; experience designing for web, social, email, and print; motion design or video editing skills are an advantage.
- Creative yet efficient – able to balance high-quality design with fast delivery in a dynamic setting.
- Collaborative mindset – comfortable partnering with field, content, product, and online marketing teams, as well as external vendors.
- Familiarity with B2B marketing objectives such as brand awareness, lead generation, and conversion – and the ability to design with these goals in mind.
- Excellent command of English; proficiency in German or Danish is an advantage.

About Paychex Europe

Attracting, retaining, and developing talent, and paying the correct salary on time are growing challenges for companies worldwide. Join us at Paychex Europe, where innovation meets opportunity, and be part of a dynamic team that values growth and excellence. Paychex Europe is a provider of market-leading innovative and intuitive HR, Payroll, and Workforce Management Solutions, with more than 50 years of experience supporting the entire employee lifecycle and about 500 employees.

At Paychex Europe, we prioritize a healthy, balanced, and inclusive work environment where employees are valued and respected. You will join a growing software company with good values and a motivating culture. We encourage a social culture and believe that it makes taking on challenges together a lot more fun. To sum it up: Plenty of learning, and exciting challenges in a great work environment.

Interested?

If you're inspired by our mission to unify, lead, and grow Paychex Europe, and you're ready to

make an impact, apply today to be a vital part of our journey. We will review applications on a rolling basis and hire as soon as we find the perfect fit. If you have questions, please contact Jette Lundquist, Marketing Consultant, at jlundquist@ext.lesnor.dk.