

## Job Description



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<b>Job Title:</b>	Intermediate Designer
<b>Department:</b>	Creative Services, Marketing and Strategic Initiatives
<b>Reports To:</b>	Associate Director, Creative Services
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 8
<b>Effective Date:</b>	December 2020

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### **Primary Purpose**

The Intermediate Designer is responsible to design, create and execute high quality cutting-edge marketing materials for campus partners to support and elevate the University of Waterloo's brand and strategic goals on all levels. As a brand ambassador, the incumbent will collaborate, inform and guide the campus community to best promote the University as a global leader in post-secondary education.

### **Key Accountabilities**

#### **Design Skills**

- Under the direction of the Associate Director, Creative Services directs creative design-thinking for University publications, promotions and identity projects, as well as additional communications platforms.
- Ensure Waterloo's visual identity, messaging and style guidelines are consistent in all marketing materials produced.
- Maintain a thorough understanding and appreciation for the current media landscape that use new media sources and technology to support best-in-class work.
- Ensure Accessibility for Ontarians with Disabilities Act (AODA) compliance.
- Provide end-to-end design and development of multimedia pieces using motion graphics and video for web, presentations interactive displays and exhibits.
- Identify, create and be pro-active with value-added opportunities, innovative ideas and creative solutions for design, promotions and media materials.
- Stay current and inform colleagues on updates or advances in software, web technology, social media, and electronic pre-press and digital media.
- Collaborate with colleagues to prepare clear and cost-effective solutions.
- Recommend new techniques and trends such as paper stocks, software and tools for project success.

#### **Strategic Thinking**

- Work with campus partners and communications staff to conceptualize and execute projects.
- Explore various conceptual approaches/solutions to meet requirements as outlined in creative briefs.
- Advise on copy content, editorial direction and best practice for content across all platforms.

#### **Technical Skills**

- Recommend and implement appropriate production methods, both to campus partners and in collaboration with colleagues.
- Pre-flights and follows collection process for digital, video and print production.
- Provide expert knowledge of accessible colour and typography use.

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- Support colleagues by cross-checking and proofing projects for accuracy, consistency and writing style guide recommendations.
- Maintains expert level knowledge of relevant design tools and technologies.

### **Time Management**

- Effectively manage work flow and production.
- Ensure all production schedules are met.
- Ensure all time and materials are tracked and charged out correctly.

### **Collaboration and Outreach**

- Establish, communicate and document design rationale and strategy through formal and informal presentations.
- Participates in design strategy meetings as well as on a project-by-project basis.
- Liaise with campus partners to ensure client satisfaction at all stages of design implementation.
- Liaise with digital team to ensure design solutions meet digital best practices and Accessibility for Ontarians with Disabilities Act (AODA) standards.

*\*All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

## **Required Qualifications**

### **Education**

- Post-secondary education, including completion of graphic or web design program at a recognized college or university.

### **Experience**

- 4+ years of experience in design such as print and digital advertisements, print and digital corporate materials, websites, HTML5, email templates, PowerPoint presentations, social media images, interactive pdfs, video production including shooting and editing as well as motion animation
- Experience with web design templates for content management systems (CMS).
- Experience working with email marketing and distribution platforms.
- Experience in web, interactive, digital advertising and/or digital communications design and technology.
- Demonstrated record of handling multiple projects with tight deadlines.
- Understanding of videography and editing skills, conceptualizing and storyboard engaging digital/video content.

### **Knowledge/Skills/Abilities**

- Demonstrated proficiency in digital and print design.
- Ability to execute design vision across multiple platforms.
- Expert level: Adobe Creative Suite including Illustrator, InDesign, Photoshop, AfterEffects, Final Cut Pro, Audacity, Microsoft Office including PowerPoint and Excel, and project management software.
- Knowledge in the use of CSS, HTML, HTML5, and Java Script to develop digital ads.
- Familiar with accessibility requirements, Accessibility for Ontarians with Disabilities Act (AODA).
- Responsive web design, mobile web development and digital application development experience.
- Proven ability, extensive experience and strong working knowledge and understanding of effective design principles.

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- Well-versed to identify emerging design trends/methods, practices, techniques and associated principles and the ability to demonstrate how they can be integrated campaigns.
- Knowledgeable about web navigation design and information architecture.
- Excellent written and verbal communication skills.
- Strong interpersonal skills. Ability to interpret and translate the needs of campus partners.
- Ability to articulate the creative and technical rationale for a design choice.
- Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities and time sensitive demands.
- Ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach.
- Highly developed people skills with demonstrated ability to develop and support a professional, service and continuous improvement focused workplace culture.
- Ability to manage confidential and sensitive materials and situations with the utmost discretion.
- Must be confident and an accomplished problem solver.
- Ability to make decisions with good judgment and with acute sensitivity to the political environment and to the reputation of the University.
- The incumbent will possess a strong understanding of design, typography, layout, colour theory in print and digital environments, and proof reading in a client service-oriented, in-house funded design and production environment.
- Self-motivated, able to work independently and as part of a team.
- Effective deadline management and project management skills.

### **Nature and Scope**

- **Contacts:**  
Interact with colleagues across the University at all levels as well as external vendors to develop trust, rapport and promote collaboration.  
Represent the University in a credible, personable, professional manner that reinforces Waterloo's reputation.
- **Level of Responsibility:**  
The incumbent will demonstrate an understanding of emerging design, print and digital products and services and will bring new approaches to meet the needs of the design team.  
Must be self-directed with proven initiative and the ability to work independently in a busy, pressure sensitive, multi-tasking environment.  
Engage in communications of highest quality, which reflect and can directly affect the reputation of the University in local, national and international spheres.
- **Decision-Making Authority:**  
Ability to problem solve and influence decisions related to design creation and production through collaboration, efficient workflow recommendations and consultation.
- **Physical and Sensory Demands:**  
Minimal demands typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses.  
This position requires regular mental and visual concentration while working on the computer, editing and reviewing productions for details and accuracy. Visual strain may result from these activities.  
Listening concentration is required to respond to requests for information.
- **Working Environment:**  
Minimal exposure to disagreeable conditions typical of a position exposed to stress and pressure associated with a fast-paced environment and changing priorities. Given the nature of the work, intermittent work outside the normal operating hours of UWaterloo can be expected.