Job Description

Job Title:	Communications Design Specialist
Department:	Creative Studio, University Relations
Reports To:	Director, Creative Studio
Jobs Reporting:	None
Salary Grade:	USG 9
Effective Date:	March 2017

Primary Purpose

The Communications Design Specialist is responsible for designing, creating, and executing, high-quality, cutting-edge marketing materials for campus partners in order to support and elevate the University of Waterloo's brand and strategic goals on all levels. As a brand ambassador, you 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

- Directs creative design-thinking for university publications, promotions and identity projects, as well as, additional communications platforms which follow approved University brand guidelines in both print and digital
- Maintain a thorough understanding and appreciation for the current media landscape that use new media sources and technology to support best-in-class work
- Art directs photographers and illustrators and/or provides illustrative images
- Supports project co-ordinators by recommending paper stocks for visual appeal, unique folds and diecuts for project success
- Creates designs to support video, multimedia projects and websites

Strategic thinking

- Works with all on-campus partners and communications staff to conceptualize, strategize and execute projects. Explores various conceptual approaches/solutions to meet requirements as outlined in the Creative Studio strategic brief supplied by on campus partners
- Advises on copy content, editorial direction and best practice for content across all platforms

Technical skills

- Able to recommend and implement appropriate production methods, both to campus partners and in collaboration with project co-ordinators
- Pre-flights and follows collect process for print production
- Provides support to Creative Studio team by cross-checking and proofing projects for accuracy, consistency and writing style guide recommendations

Time Management

- Manages work flow and production, tracks time and materials, ensures production schedules are met
- Ensures that all time and materials are tracked and charged out correctly

Communication

- Works with all on-campus partners and communications staff to conceptualize, strategize and execute projects. Explores various conceptual approaches/solutions to meet requirements as outlined in the Creative Studio strategic brief supplied by on campus partners
- Establish, communicate and document design rationale and strategy through formal and informal presentations
- Liaises with campus partners to ensure client satisfaction at all stages of design implementation
- Liaises with Digital Initiatives team to ensure design solutions meet digital best practices, and accessibility standards

Required Qualifications

Education

- Bachelor's degree in related discipline and/or diploma in graphic design/web design plus proven related experience or equivalent education and experience.

Experience

- Proven ability in, extensive experience with, and strong working knowledge and understanding of effective design principles
- Ability to identify emerging design trends, and how they can be integrated with print and digital visual communication campaigns
- Experience in web, interactive, digital advertising and/or digital communications design and technology
- Knowledgeable about web navigation design, information architecture, search engine optimization and information architecture
- Knowledgeable about accessibility requirements (AODA)
- Excellent written and verbal communication skills to effectively interact with on-campus partners at all levels
- Ability to interpret and translate the needs of campus partners as outlined in client-supplied strategic briefs
- 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
- Ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues
- Experience in conceptualizing and storyboarding engaging and educational video content (videography and editing skills are a bonus!)

Knowledge/Skills/Abilities

- Advanced level: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, InCopy)
- Expert knowledge using Mac OS X
- Experience working with email marketing and distribution platforms
- Comfortable working within an enterprise Content Management System.
- Other: working knowledge of MS Word, Excel, PowerPoint, Smartsheet, CSS, HTML, HTML5, Project Management Software

Nature and Scope

- **Contacts:** The incumbent will have the ability to effectively communicate with colleagues, clients, and vendors
- **Level of Responsibility:** The incumbent will possess a strong understanding of design, typography, layout, colour theory in print and digital environments, proof reading, in a client service-oriented, in-house funded design and production environment. The position demonstrates an understanding of emerging design and print products and services and is expected to bring new approaches to meet the needs of the design team.
- **Decision-Making Authority:** Ability to make problem-solving decisions related to design creation and production, personal interactions and collaboration, work flow, consultation
- **Physical and Sensory Demands**: Minimal demands typical of a position operating within an office environment
- **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, hours outside of the normal working hours are expected