

Job Description

| | |
|------------------------|---|
| Job Title: | Senior Graphic Designer |
| Department: | Creative Services, University Relations |
| Reports To: | Director, Creative Services |
| Jobs Reporting: | None |
| Salary Grade: | USG 9 |
| Effective Date: | September 2023 |

Primary Purpose

The Senior Graphic Designer applies user-centered design process to creating and executing, high-quality, cutting-edge marketing materials that support and elevate the University of Waterloo's brand and strategic goals on all levels.

This position reports to the Director, Creative Services and works with other team members in the Marketing and Strategic Initiatives team as well as the broader University Relations department and various faculties, departments, and service units. As a brand ambassador, you will collaborate, inform, and guide campus to develop designs that align with the brand identity and 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
- 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
- Leads campus partners through a user-centric creative process to strategize, conceptualize and execute a diverse range of multidisciplinary design tasks including graphic design, branding, multimedia projects, environmental graphics, print design and digital media using layout, colour, typography, proportion, navigation, icons, photography, motion/rich media and brand elements
- Executes all visual design stages from concept to final hand-off
- Develops architecture, flowcharts, wireframes, prototypes, mood-boards and formulate visual style recommendations
- Creates brand campaigns, slide decks, infographics, illustrations, iconography social media graphics, whitepapers, newsletters, display ads, branding elements, and other print/digital publication designs
- Manipulate photos during post-editing including, but not limited to colour correction, compositing, rearrangement, etc.
- 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

- Uses graphic design, information design, and problem-solving skills to conceptualize, strategize and execute projects
- Explores various conceptual approaches/solutions to meet requirements as outlined in the Creative Services strategic brief
- Constantly innovating to ensure the University of Waterloo brand is best in class
- Collaborates with many campus partners to understand campaign, messaging and project requirements to develop design concepts that align with sub-brand identity and goals.
- Reviews the quality and accuracy of design projects, providing critical feedback when necessary.
- Advises 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 project co-ordinators
- Pre-flights and follows collect process for print production. Press approvals and checks.
- Provides support to Creative Services team by cross-checking and proofing projects for accuracy, consistency and writing style guide recommendations
- Disrupt, improve, and evolve technical processes when necessary
- Conducts environmental scans to identify new approaches and assess new technologies to deliver content in new and innovative ways.
- Maintains visual and conceptual consistency across multi-channel brand strategies and apply them to all platforms
- Becomes expert users of new software as it becomes available

Time Management

- Manages work flow and production to ensure production schedules are met
- Document detailed time sheets and materials to ensure they are charged out correctly

Communication

- 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
- Liases with on-campus partners to ensure consistency, accuracy and excellence in quality and content of messaging for UWaterloo content and meets current best practices for University communications — including diversity, equity, inclusive language and accessibility.

Required Qualifications

Education

- Post-secondary education, including completion of graphic or web design program at a recognized college or university plus proven related experience or equivalent education and experience.

Experience

- The candidate will have 5+ years of 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
- Experience creating AODA compliant designs
- 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 a proven ability to manage multiple-source projects that require attention to accuracy, consistency, and the ability to work with many different people with competing 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
- Experience working within an enterprise Content Management System.

Proven ability in, extensive experience with, and strong working knowledge and understanding of effective design principles

- 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, inhouse 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

Flexibility to adapt to unexpected and time sensitive demands.