

Job Description



Job Title:	Creative Design and Brand Specialist
Department:	Athletics and Recreational Services
Reports To:	Manager, Marketing and Communications
Jobs Reporting:	N/A
Salary Grade:	USG 9
Effective Date:	November 2020

Primary Purpose

The Creative Design and Brand Specialist is accountable to the Manager, Marketing and Communications and works to enhance the image of Warriors Athletics and Recreation and the University of Waterloo. The position plays an integral role on the Warriors Marketing and Communications team, while taking the lead in developing in-house creative direction and production of visual solutions for the Warriors traditional and digital strategies. This includes brand management, design responsibilities and requires a superior eye for design and an in-depth experience in marketing. The Creative Design and Brand Specialist proactively recommends the most effective strategy, based on research and audience insights, for visual solutions to communicate the department messages to students, staff, faculty, alumni, sponsors, community members and other key stakeholders while at the same time positioning the Warriors as a leader in the OUA and U SPORTS.

Key Accountabilities

Brand Management and Strategy

- Responsible for developing and implementing the Athletics and Recreation brand guidelines and assets including the Warrior marks.
- Oversees and approves usage of the brand and ensure brand standards are applied.
- Supports University of Waterloo brand guidelines and assets to ensure the Warriors are in collaboration with the university brand while advancing the University's image, profile and reputation with local, national and global audiences.
- As brand and visual identity steward, this position defines target audiences for content, taking into consideration the marketing strategy of the Department plus the different characteristics of audiences engaging with digital media versus traditional media channels.

Development of digital and print marketing and communications content

- Directs creative design-thinking for Athletics and Recreation publications, promotions and identity projects, as well as, additional communications platforms which follow approved University brand guidelines in both print and digital.
- Creates, executes, and monitors the visual design elements for digital communications, including, but not limited to the Warriors websites, email communications, videos, photography, social media, WarriorRec app and digital design initiatives.
- Leads the creation of video and photography plans for use in department strategies.
- Renders design solutions using suitable effective design software applications for traditional and digital strategies, with adherence to accessibility standards.
- Proactively conceptualizes, renders, and produces original, creative, and appropriate designs for Athletics and Recreation print materials, including but not limited to posters, newsletters,

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invitations, advertisements, flyers, postcards, guides, special event collateral, and swag artwork.

Data Analysis and Research

- Researches and explores a variety of conceptual approaches, especially with respect to current trends in visual storytelling (e.g., illustrations, infographics, video production, photography creation), focusing on generational characteristics, the needs of all audiences.
- Translates analytics into tactics and recommends design strategies and production methods that will most effectively facilitate the achievement of department goals and enhance the success of Athletics and Recreation.
- Analyzes and interprets vast amounts of information to identify the most pertinent points. Delivers actionable insights by interpreting research in the organizational/business context, and provides campus partners with recommendations that provide a clear direction forward.
- Actively track, monitor and translate metrics from campaign results into reports and dashboards that provide an understanding of how initiatives performed and identifying future opportunities.

Social Media Strategy and Monitoring

- Maintain a thorough understanding and appreciation for the current media landscape that use new media sources and technology to support best-in-class work.
- Identifies new social media platforms that would be beneficial to the marketing strategy.
- Develop and implement social media listening strategies to identify key themes surfacing among defined audience segments and potential brand advocates.
- Support the creation, execution and evaluation of Athletics and Recreation Search Engine Marketing (SEM) and social media advertising plan in partnership with Athletics and Recreation colleagues.
- Monitors all social media channels for opportunities and issues connected with the Warriors brand.
- Provides guidance to the Communications and Game Day Coordinator with regards to social media strategy based on analytics.

Relationship Management and Training Support

- Collaborates with internal and external partners and stakeholders to plan, create and evaluates paid media tactics including print and digital formats.
- Works closely with Manager, Marketing and Communications to create and execute the marketing and communication's team strategy.
- Works with the Marketing Coordinator and Communications and Game Day Coordinator to provide media and design direction for email campaigns and social that align with best practices.
- Provide ongoing leadership and support to department managers, varsity team, recreation clubs, including, paid media coordination, creative and content development, and campaign analytics.
- Supports Athletics and Rec staff in all areas (Warrior Rec, Varsity, Business Operations, Facilities) providing templates, direction and recommendations on strategies for visual appeal and methods for project success in order to reach area goals.
- Advises student photographers and develops, leads and mentors videographers and design students in order to build/create additional content for the Warriors Marketing team.

**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*

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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 required, preferably in a field related to marketing and communications (e.g., marketing, communications, advertising, digital marketing).

Experience

- Minimum 5 years of graphic design experience using Adobe Creative Suite (e.g. InDesign, Illustrator, Photoshop)
- Experience in video editing using Adobe Premiere Pro and After Effects
- Minimum 5 years of experience with technology platforms such as social media, web user interface, video and email strategies
- Preferred experience with photography, videography and motion graphics.

Knowledge/Skills/Abilities

- Proven ability and extensive experience in design principles related to marketing strategies within a highly complex institution and competitive marketplace.
- An eye for effective design, graphic balance, and the impact of layout and messaging in marketing strategies.
- Knowledge of new and emerging design trends, especially for younger audiences and how they can be integrated with an overall traditional and digital communications plan.
- Excellent written and verbal communication skills, including the ability to articulate the rationale for a specific 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.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Intermediate to advanced use of the following tools:
- Adobe Creative Suite (e.g., InDesign, Illustrator, Photoshop, Premiere Pro, After Effects, Adobe Acrobat)
- Content Management systems (e.g., Drupal) and webs user interface (UI) design
- Email software (e.g., Emma)
- Microsoft Office
- Strong communication skills – oral and written.
- Emergency First Aid.

Nature and Scope

Contacts:

Internally, this position communicates and collaborates with all members of the Athletics and Recreation Department, students and colleagues across campus in order to influence and motivate others in order to execute and integrate the visual component of a variety of communications strategies and the Warriors brand. Externally, this position will interact with counterparts within the OUA and across U SPORTS.

Level of Responsibility:

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Specialized work with minimal supervision and provides guidance to others; significant influence on the successful outcome of Athletics and Recreation strategies that incorporate graphic design to convey messaging; acts as a resource for other areas on campus and provides the Athletics and Recreation team with expert advice related to effective visual design, photography, video brand and social media.

Decision-Making Authority:

Makes problem-solving decisions related to branding, design creation and production, organization of resources, personal interactions and collaboration, workflow, consultation, and other key accountabilities.

Physical and Sensory Demands:

The majority of time this role is based within an office setting and involves minimal physical demands, and moderate sensory effort resulting in slight fatigue, strain, or risk of injury. During events there is the potential for extensive standing, lifting, carrying and/or handling objects as some physical lifting of supplies and set up will be required.

Working Environment: The role involves minimal-moderate exposure to psychological risk resulting from unavoidable exposure to hazardous, disagreeable, or uncomfortable environmental conditions. There may be unusual hours or schedules, multiple and/or tight deadlines beyond one's control and constant interruptions (i.e. phone calls, emails, and unplanned but urgent service requests) that are impacted by varying request volumes at different times of the year. Some travel could be involved.