

Job Description

Job Title:	Communications Design Specialist
Department:	Library
Reports To:	Communications Manager
Jobs Reporting:	None
Salary Grade:	USG 7
Effective Date:	May 2021

Primary Purpose

The Communications Design Specialist position is responsible for the creative design and production of library print and digital publications. The position assists with the coordination of the Library's communications initiatives and contributes to website development and maintenance.

Key Accountabilities

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| <p>1. Design and produce high-quality promotional materials to enhance awareness of library resources, services and partnerships</p> <ul style="list-style-type: none"> • Create visual designs for brochures, postcards, signage, swag, infographics and other materials for both print and digital platforms • As the Library's visual identity steward ensure print and digital publications are consistent with the University's brand standards • Consult with clients to conceptualize, strategize, and fulfill project requests • Advise on copy content and design to meet best practices for all platforms • Ensure digital and print publications meet accessibility requirements • Coordinate the production of print and digital publications • Liaise with campus partners, including Creative Services, Print and Retail Solutions and external vendors, to obtain quotations and schedule the production of materials • Explore email marketing software (e.g. MailChimp) to create visually appealing and effective content • Fulfill signage requests delivered through the Request Tracking system • Provide guidance to the Library's Signage Committee to create visually engaging signage • As a committee member promote the work of the Student Engagement Committee through the creation and production of audience-appropriate print and digital materials • Administer the Library's publications budget to track and evaluate costs relating to the production of promotions and purchase of display materials |
| <p>2. Assist with the coordination of the Library's communications initiatives</p> <ul style="list-style-type: none"> • Work with the Library Communications team to coordinate professional photo shoots and videos • Participate in the development of strategic communications goals • Collaborate with the Communications team to develop and maintain consistent documentation and recording methods for communications projects (e.g. online request forms, shared space for digital photographs) |
| <p>3. Develop and maintain Library websites</p> <ul style="list-style-type: none"> • As a member of the Library's WCMS Committee participate in the planning and management of the Library's website |

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- Develop and maintain WCMS sites, including the development of content types and visual elements to keep the Library's website aligned with accessibility guidelines and the University's brand standards
- Act as a site manager for the Library's WCMS, and provide expertise and troubleshooting support for all library staff
- Maintain the Library's "Where is it?" website ensuring Library floor plans are current and effective

**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

- Undergraduate degree or equivalent in education/experience

Experience

- Extensive experience managing and maintaining web content in a web management system

Knowledge/Skills/Abilities

- An eye for effective design and the impact of layout and messaging in communication materials
- Excellent verbal and written communication skills and the ability to work effectively with staff at all levels of the organization
- Thorough knowledge and understanding of and practical experience in web communications, print, and digital media
- Advanced knowledge of web accessibility practices and tools
- Strong organizational and problem-solving skills
- Strong time-management and prioritization skills
- Technical: MS Word (intermediate), PowerPoint (intermediate), WCMS (advanced), Adobe Photoshop (intermediate), Adobe Illustrator (intermediate), Request Tracker (intermediate), "Where is it" software (intermediate), SharePoint (beginner)

Nature and Scope

- **Contacts:** Work is conducted in a collaborative environment with varied points of view, requiring sound judgment and consultative skills. The incumbent is required to be a strong team player with flexibility to adjust readily within an evolving environment.
- **Level of Responsibility:** The incumbent is a key member of the Communications, Library Signage, Student Engagement and Web Content Management System (WCMS) teams, focusing on communications and web-related projects.
- **Decision-Making Authority:** The incumbent works both independently and collaboratively to support and fulfill the goals of the various teams and groups with which s/he works. Daily decisions on visual design projects are made independently. As required, the position consults with the committee chairs and members of the Library Managers Group.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment.
- **Working Environment:** Ability to adapt to frequent and often unexpected demands, and meet multiple and conflicting deadlines.