

Job Description

Job Title:	Communications Specialist, Design
Department:	Library
Reports To:	Communications Manager
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	August 2023

Primary Purpose

The University of Waterloo Library is the campus's partner in learning, research and innovation. Its two main locations and three satellite spaces act as interdisciplinary hubs, bringing together the knowledge, expertise and resources needed by our diverse campus community. The University was built for change and the Library exemplifies Waterloo's agility as we continuously transform our approaches to creating, discovering, using, sharing and preserving information. With a commitment to open and equitable access to information, we equip researchers and students with the critical research skills to improve our world as active citizens, creative problem solvers and agile leaders. All of our work is done with a strong commitment to equity, diversity, inclusion and accessibility.

As a member of the Library's Communications Team, the Communications Specialist, Design is primarily responsible for the ideation, design, execution and evaluation of a range of marketing materials that strengthens the Library's communications efforts. The position acts as the accessibility and brand champion on the team. Reporting to the Communications Manager, and in collaboration with library colleagues and campus partners, the incumbent uses research and audience insights to design engaging visual solutions for campaigns.

Key Accountabilities

Conceives, strategizes, and designs visual promotional materials

- Creates visual designs for both print materials (brochures, postcards, signage, swag etc.) and digital platforms (social media posts, annual reports, videos, etc.) to enhance awareness of library resources, services and expertise
- As the Library's visual identity steward, ensures print and digital content is consistent with the University's brand standards
- Ensures digital and print content meets accessibility requirements and consistently reviews for ongoing compliance
- Collaborates with team members and library staff to strategize, develop and create promotional materials needed to support campaigns
- Participates in the development, coordination and art direction of photo and video shoots
- Liaises with campus partners, including Creative Studio, Print and Retail Solutions and external vendors, to obtain quotes, coordinate, and schedule the production of both digital and print content as well as relevant swag items
- Provides the Communications Manager with internal support for business development, special projects and other duties as assigned

Collaborates, leads, and supports Communications Team projects and operations

- Collaborates on the ideation, development and execution of strategic communications goals, plans and projects and takes a lead role for design-related components

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- Provides leadership and advice to library staff with respect to visual design in support of strategic plans
- Reviews communications materials to ensure University of Waterloo and Library brand compliance
- Leads the development, execution and maintenance of visual displays and signage within library spaces, such as book displays, digital signage and wayfinding
- Oversees the maintenance and collaborates with team members for ongoing development of the Communications Teams' internal knowledge base, including templates, brand elements and stock photography
- Tracks project progress and deadlines throughout the production/development process, including but not limited to monitoring projects to foresee timing issues and working towards a solution, providing updates to clients and vendors as necessary, etc. throughout the lifecycle of each project Remains current and knowledgeable with marketing/communications, accessibility and design trends and best practices
- Provides back-up responsibilities in the absence of other team members
- Promotes standardization of all departmental communications by providing best practice expertise, editing and multimedia support
- Solicits feedback from designers and clients to identify areas of success and those in need of improvement
- Proactively identifies and provides recommendations for departmental or institutional improvements related to area of expertise

Updates and publishes content on the Library's website

- As a member of the Library's Web team, participates in the planning and management of the Library's website, providing a communications, branding and accessible design perspective
- Primary publisher and editor for the Communications Team of content on the Library's website, including news articles, event pages and specialty pages

**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

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

Experience

- Three years of experience with, and strong working knowledge and understanding of, effective design principles
- Proven graphic design experience using Adobe Creative Suite (e.g., InDesign, Illustrator, Photoshop, Premier Pro)
- Experience designing accessible content and familiarity of relevant legislation
- Experience working with technology platforms for website content management and social media
- Experience identifying emerging design trends, and integrating them with print and digital visual communication campaigns
- Experience managing design projects from ideation through production

Knowledge/Skills/Abilities

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- An eye for effective design and the impact of layout and messaging in communication materials
- Thorough knowledge, understanding of and practical experience in communications/marketing for an established brand, across a variety of channels (web, print, social media, video etc.)
- Knowledge of new and emerging design trends, especially for younger audiences, and how they can be integrated with an overall traditional and digital communications plans
- Knowledgeable about Accessibility for Ontarians with Disabilities Act (AODA) and accessibility requirements and design best practices
- Excellent verbal and written communication skills and the ability to work effectively with colleagues and campus partners at all levels
- Strong project management skills to move projects forward to meet production deadlines
- Strong organizational skills coupled with the ability to handle multiple tasks 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
- Asset: experience with photography, videography, and illustration
- Beginner to intermediate use of the following technical tools: Social Media Management/Scheduling platforms (e.g., Emplifi), Project Management Software (e.g., Airtable), and Confluence
- Intermediate to advanced use of the following technical tools: Adobe Creative Suite (e.g., InDesign, Illustrator, Photoshop, Premier Pro), Social Media (e.g., Instagram, Facebook, Twitter, LinkedIn), Content Management systems (e.g., Drupal) and web user interface (UI) design, and Office 365 (Teams, OneDrive, Word, PowerPoint)

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 Team with a focus on designing promotional materials to support communications projects as well as an active member of the Web team, providing communications and accessibility insight across all Library services.
- **Decision-Making Authority:** The incumbent works both independently and collaboratively to support and fulfill the strategic goals and activities of the Communications Team. Accountable and responsible for navigating projects from initial request, through to final delivery with attention to project design and print specifications, budget requirements, deadlines and quality. As required, the position consults with project stakeholders and campus partners and uses judgement and knowledge of best practices to provide alternative suggestions.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment though volume may remove a sense of control over work pace. During events there is the potential for extensive standing, lifting, carrying and/or handling objects.
- **Working Environment:** Ability to adapt to frequent and often unexpected demands in a hybrid working environment, with multiple and conflicting deadlines.