

Job Description

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| Job Title: | Communications Design Specialist |
| Department: | Print + Retail Solutions |
| Reports To: | Manager, Business Development and Marketing |
| Jobs Reporting: | None |
| Salary Grade: | USG 6 |
| Effective Date: | January 2020 |

Primary Purpose

The Communications Design Specialist provides creative design, web content management and video production support for Print + Retail Solutions (P+RS). This position will coordinate the planning, design and production of high quality, cutting edge marketing and communication materials that support the integrated communications and strategic priorities of P+RS. This role will act as a brand ambassador for the department and will collaborate and guide the design of all the marketing materials for both print and web development, to enhance P+RS's reputation and customer engagement and to ensure adherence to our visual identity.

Key Accountabilities

Graphic Design

- Collaborates with the marketing team to develop design concepts for print, online platforms, web and video that support the plans and priorities of P+RS
- Works directly with the Marketing Assistant to develop visual content to support social media, website and online presence
- Coordinates a photography plan (once per term) to ensure high quality images that can be used in campaigns and adhere to P+RS brand standards
- Coordinates the workflow and production process of all print and online materials to ensure accuracy, adherence to brand guidelines, cost effectiveness and to meet project deadlines
- Obtains quotes from W Print to optimize design projects for internal equipment and works closely with print professionals to ensure design is cost effective without sacrificing overall design and impact
- Remains up to date with design and online technologies to ensure P+RS is equipped to capitalize on the latest trends and tools
- Provides additional graphic design support to the Manager, Business Development and Marketing to ensure projects for internal departments are print-ready to support growth in print and custom products
- As the department's brand ambassador, this role will be responsible for updating and maintaining P+RS's brand standards and guidelines
- Reports regularly on design project status, and takes an agile approach to project changes and prioritization of tasks to meet deadlines

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Web Content

- Coordinates all content updates of web pages including the planning, creation, and implementation of content design and navigation, while prioritizing user experience and adhering to P+RS web standards and brand guidelines
- Together with the marketing team and area managers, coordinates the ongoing development and design of the P+RS websites
- Provides functional support to P+RS to ensure that all web sites are effective, innovative, attractive, user-friendly, and appropriate for their respective audiences.

Promotional Support

- Takes an integrated and collaborative approach to assist in the development of marketing strategies for all areas of P+RS
- Ensures that all marketing support materials for retail and print locations, including special events and sales, are produced and delivered in a timely manner
- Works with the Marketing Assistant, and Manager, Business Development and Marketing, as well as area teams and partners, to support the execution of marketing strategies

Collaboration

- Interacts regularly with all P+RS staff and supports cross-promotion of products and services wherever possible
- Establishes and maintains strong partnerships and relationships with units throughout the university and the Affiliated and Federated Institutions that help P+RS achieve its goals, while ensuring that P+RS is represented professionally

Customer Service

- Commits to positive interactions with all customers and provides appropriate level of assistance regardless of situation or location
- Ensures that all customer inquiries are handled in a professional, timely manner; and in cases when customers should be redirected to other staff, the incumbent will ensure that the redirection is complete and that the customer is not left without service

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

- 2+ years experience coordinating design projects
- Proven ability in, experience with, and strong working knowledge of and ability to apply 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 in conceptualizing and storyboarding engaging and educational video content (videography and editing skills are an asset)
- Experience in retail and/or post-secondary settings will be considered an asset

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Knowledge/Skills/Abilities

- Knowledgeable about UI/UX design, information architecture, and search engine optimization
- Knowledgeable about accessibility requirements (AODA legislation)
- Ability to articulate the creative and technical rationale for a design choices
- Ability to problem solve, with a high level attention to detail and manage multiple projects
- Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities
- Excellent communication and time management skills
- Advanced level: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro, Acrobat)
- Comfortable working within an enterprise Content Management System, email marketing and distribution platforms
- Intermediate knowledge of CSS, HTML, HTML5

Nature and Scope

- **Contacts:** Beyond connections with P+RS colleagues, the incumbent maintains excellent relationships with faculty and academic support units as well as student groups to ensure positive positioning for P+RS.
- **Level of Responsibility:** This position is responsible for supporting the overall marketing and promotion of all P+RS products and services.
- **Decision-Making Authority:** This position has decision-making authority for the items outlined above, subject to approval by the Manager, Business Development and Marketing
- **Physical and Sensory Demands:** This position requires exertion of physical sensory effort resulting in slight fatigue, strain or risk of injury. Lifting, bending and stretching is required from time to time, in order to set up events and move/display products for sale. Extended periods of time sitting at a desk and working at a computer.
- **Working Environment:** This position works in a typical retail store and office environment. There will be unusual hours or schedules, including extended weekend and weekday hours for events and social media engagement, and varying volumes of work at different times of the year.