

## Job Description

---

<b>Job Title:</b>	Multimedia Design Specialist
<b>Department:</b>	Student Success Office
<b>Reports To:</b>	Manager, Marketing and Communications
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 8
<b>Effective Date:</b>	July 2022

---

### **Primary Purpose**

The Multimedia Design Specialist has three primary areas of focus:

- 1) Direct creative design-thinking for digital and print initiatives.
- 2) Lead the concept, development, editing and production of video assets
- 3) Leverage/apply a strong understanding of audience trends, best practices, and preferred technologies

The Multimedia Design Specialist is responsible for the strategic analysis, tactical approach, creative design, professional creation, careful measurement, thoughtful analysis, and effective project management of high-quality, cutting-edge marketing materials. Their work bolsters the integrated marketing and communications strategies of the Student Success Office for current undergraduate and graduate students, parents, staff and faculty audiences.

The specialist must demonstrate and champion an equity and anti-racist informed approach to their work – particularly as it relates to marketing and communication initiatives for a diverse audience.

### **Key Accountabilities**

#### **Direct creative design-thinking for digital and print initiatives.**

- Act as the primary brand champion for the Student Success Office, maintaining a high-level of understanding and appreciation for University of Waterloo brand standard, while ensuring guidelines are followed in all assets for digital and print initiatives.
- Work with colleagues on the Marketing and Communications team to conceptualize, strategize, manage, and execute digital and print assets that promote the Student Success Office, our initiatives, and services offered by campus partners. Explore various conceptual approaches/solutions (e.g., digital and print formats including graphic design, website development, paper stocks, folds, die cuts, etc.) to meet project goals and deliverables.
- Advise on copy content, editorial direction, and best practices for content across all platforms.
- The Multimedia Design Specialist is expected to coach, mentor and support others in the SSO to develop design thinking strengths across their team and the department
- Liaise with initiative owners and project stakeholders to ensure satisfaction at all stages of the design implementation.
- Manage workflow and production process.
- Report regularly on project status and take an agile approach to project changes.
- Maintain an ongoing relationship with Creative Services and Services and external vendors to produce photography and/or video assets, as needed.
- Provide and execute web design projects, keeping UI/UX design and accessibility best practices top of mind.

## Job Description



- Develop an annual photography plan, based on recognition of the critical role of photography in communicating key messages and the substantial financial investment required for high-quality images that align with the University's brand guidelines. They ensure photos reflect Waterloo's commitments to equity, diversity, anti-racism and accessibility.
- Art direct photographers and illustrators and/or provide illustrative images.
- Lead the maintenance of the catalogued photo archive and retrieval system (Waterloo Photos).
- Manage direct reports (co-op students) and ensure the delivery of results in support of SSO priorities.

### **Lead the concept, development, editing and production of video assets**

- Produce, direct, shoot, design and edit multiple video productions for an array of audiences, including incoming and current undergraduate and graduate students, staff and faculty, and parents and supporters.
- Project manage video productions through the entire process - from ideation to signoff.
- Creating storyboards, provide input on scripts, recruit talent, plan production, produce, edit, and publish videos as part of the video plan.  
Coordinate with Marketing and Communications teammates and campus partners for video, launch, promotion, and distribution plans.
- Track video analytics and metrics and utilize data to create meaningful reports and evolution of video strategies, approaches, and distribution.
- Maintain and review video equipment and in-house studio set-ups.

### **Leverage/apply a strong understanding of audience trends, best practices, and preferred technologies**

- Maintain a clear understanding of audience technologies, trends and communication preferences. with respect to receiving and sharing information and translate this into tactics for enhancing just-in-time message delivery.
- Stay current with video editing software, video equipment, and video accessibility standards.
- Strong understanding of student services and student programs that enhance the academic, health/wellness, and social development of students on campus.
- Awareness of current department and campus-wide initiatives and best practices in higher education.
- Facilitate process to define usage, needs, and optimize these technologies and systems within the SSO.
- Keep abreast of new developments and tools
- Collaborate with campus partners, especially IST, to identify opportunities involving systems and reliable tools or platforms to support the SSO.

*\*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
- Or equivalent education and experience

### **Experience**

- 5+ years of experience developing a strong working knowledge of effective design and video production principles including:
  - 3 years of experience designing for web, digital advertising, social media, and or/print
  - 3 years of experience with video conceptualization, storyboarding, production, editing and content creation
  - 3 years of experience managing design projects
  - 1-2 years of website management experience
  - Some experience and knowledge of web information architecture
  - Some experience in UI/UX design principles
  - Some experience and knowledge of accessibility requirements (AODA)

### **Knowledge/Skills/Abilities**

- Advanced: Adobe Creative Suite (AfterEffects, Premiere, InDesign, Illustrator, Photoshop, Acrobat, InCopy)
- Advanced: Mac OS X
- Intermediate: web content management system (WCMS – Drupal)
- Intermediate: MS Office suite of products (Word, Excel, PowerPoint)
- Intermediate: web-based project management platforms (Smartsheet)
- Strong communication skills
- Strong organizational skills
- Effective time management skills

### **Nature and Scope**

- **Contacts:** Communicate effectively with internal campus colleagues and externally with vendors/partners, student audiences, and the general community.
- **Level of Responsibility:** Manages projects and collaborative teams. Provides expert advice and bring new approaches and ideas. Responsible for maintaining the University and SSO brand and reputation especially through visual representation.
- **Decision-Making Authority:** Makes daily decisions about visual design, problem-solving, project direction.
- **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. Hours outside of normal working hours may be required occasionally.