

Job Description

Job Title:	Creative Lead
Department:	Waterloo Undergraduate Student Association
Reports To:	Marketing Manager
Jobs Reporting:	None
Salary Grade:	USG 7
Effective Date:	July 2023

Primary Purpose

The Creative Lead provides creative design support for all brands under the Waterloo Undergraduate Student Association (WUSA) umbrella. 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 WUSA. This role will act as a brand ambassador for the department and will collaborate and help guide the design of all the marketing materials for both print, social and web development, to enhance WUSA's reputation and customer engagement and to ensure adherence to our visual identity.

Key Accountabilities

Design and produce high-quality promotional materials to enhance awareness of WUSA for both digital and print communications

- Create visual designs for brochures, postcards, signage, swag, infographics and other materials for both print and digital platforms
- Consult with specialists and clients to conceptualize, strategize, and fulfill project requests
- Responsible for the development of branded presentations and reports. Focus on large organization-wide priorities such as the launch of new businesses initiatives
- Advise on copy and design to meet best practices for all platforms
- Coordinate the production of print and digital publications.
- As WUSA's visual identity steward, ensure print and digital assets are consistent with the WUSA's brand standards.
- Lead execution of sub-branding work and create and maintain full organization wide brand guidelines for all areas
- Oversees visual identity of all web content
- Analyze the effectiveness of branded designs, performing regular brand audits on @yourWUSA and all affiliate WUSA sub-brands.
- Remain up to date with design and online technologies to ensure WUSA is equipped to capitalize on the latest trends and tools
- Report regularly on design project status, and takes an agile approach to project changes and prioritization of tasks to meet deadlines

Student Training, Support and Project Distribution

- Assists in hiring, training and managing a team of part time and co-op student staff to help with creation of design assets and promotional initiatives
- Executes termly staff evaluations and regular check-ins with staff to provide constructive feedback and allow for additional training and sharing of resources as needed
- Oversee part-time design staff and manage disbursement of design work through the WUSA request ticketing system

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<ul style="list-style-type: none">• Provide WUSA brand support and training for WUSA student-run services at the start of each term
Promotional Support <ul style="list-style-type: none">• Takes an integrated and collaborative approach to assist in the development of marketing strategies for all areas of WUSA• Ensures that all marketing support materials are produced and delivered in a timely manner• Responsible for the deployment and execution of WUSA's promotional team, in-charge of engaging students in-person about upcoming WUSA events and initiatives
Relationship Management and Collaboration <ul style="list-style-type: none">• Meets with WUSA internal staff, students and Executives to support upcoming marketing and communications initiatives• Works with the Communications and Media Relations Manager and Digital Media Specialist to ensure integration of marketing and promotional plans with WUSA's digital media strategies• Collaborates with other design professionals on and off campus to ensure best practice development• Liaise with campus partners, including Creative Services, Print and Retail Solutions and external vendors, to obtain quotations and schedule the production of materials

**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 <ul style="list-style-type: none">• Bachelor's degree in related discipline and/or diploma in graphic design/web design plus proven related experience or equivalent education and experience.
Experience <ul style="list-style-type: none">• 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 post-secondary settings will be considered an asset
Knowledge/Skills/Abilities <ul style="list-style-type: none">• 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 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

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| <ul style="list-style-type: none">• Intermediate knowledge of CSS, HTML, HTML5 |
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Nature and Scope

- **Contacts:** Internally, communicates with all members of the marketing department, and identify internal clients, to ensure they are aware of upcoming promotions that require marketing support. This position oversees several part-time positions within the marketing department. Fostering growth and leadership opportunities for these Waterloo undergraduates is important within the Waterloo Undergraduate Student Association. Communicates with Marketing Specialists to explore strategic alignment opportunities and co-promotion of WUSA initiatives. Develops a close working relationship with Communications and Media Relations Manager, Digital Media Specialist and Web Design Specialist to ensure up-to-the-minute information is shared promptly.
- **Level of Responsibility:** Graphic design content development for both print and digital – responsible for accurate representation of the WUSA brand and increasing student awareness of our mandate and initiatives. This position oversees a team of part time student staff. The incumbent may be required to complete additional tasks in relation to their position as assigned.
- **Decision-Making Authority:** Daily decision making for initiatives within the responsibilities of the role; expectation to consult with the manager for decisions outside of typical responsibilities of the role.
- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; extensive periods of sitting and concentrated use of visual senses. Some lifting of boxes and moving of promotional supplies may be required.
- **Working Environment:** Minimal exposure to disagreeable conditions. The team operates within a shared open workspace environment. Work outside the normal operating hours of the institution may be required in some instances. The Waterloo Undergraduate Student Association is a student-driven organization with elected student Executive that changes on an annual basis. Further, the political landscape is a diverse and dynamic environment. As such, this position will need to be sensitive and adaptable to change and be comfortable with changing deadlines and projects as needed.