

Job Description

Job Title:	Lead Designer, Lifelong Learning
Department:	School of Pharmacy
Reports To:	Director of Lifelong Learning
Jobs Reporting:	None
Salary Grade:	USG 8
Effective Date:	August 2023

Primary Purpose

The Lead Designer, Lifelong Learning (Designer) is responsible for the creation of all Pharmacy5in5 graphic and video materials, the overall visual direction of the Pharmacy5in5 website and mobile apps, and the design for any affiliated projects which support the needs of pharmacists and other healthcare providers locally, nationally, and internationally. These offerings are part of the School of Pharmacy Lifelong Learning/continuing professional development offerings.

Visual materials cover a variety of healthcare topics for an audience of healthcare professionals (largely focusing on pharmacists and pharmacy technicians) as well as the public. The Designer is expected to learn and understand, at a fundamental level, each topic at hand in order to design and illustrate the information for effective knowledge transfer. Content should be distinguishable between topics, while maintaining a cohesive style, extending to the presentation and function of the Pharmacy5in5 website and mobile apps, as applicable. The incumbent will lead the overall visual design of the platform and work closely and collaboratively with the Pharmacy5in5 development team. While being mindful of both desktop and mobile formats, the Designer with the Pharmacy5in5 development team will help continue to grow the platform by successfully executing an engaging and practical user experience.

A team-based approach is used throughout the role and the incumbent is expected to work closely and co-operatively with other Pharmacy5in5 staff towards achieving its goals.

Key Accountabilities

Pharmacy5in5 Graphics

- Leads the design of all infographics, videos, flashcards, illustrations, and other assets for effective knowledge transfer to healthcare professionals and the public.
- Structures content for conceptualization and design.
- Designs and illustrates all elements while supporting content and messaging.
- Monitors overarching design across Pharmacy5in5 topics to ensure visual materials are cohesive, understandable, and engaging, allowing the user to incorporate new knowledge into their own practice.
- Ensures quality of material aligns with the quality and branding of the University of Waterloo and increases the University's credibility as a health innovator through provision of professional graphic and video content
- Reviews comments/feedback from team members and/or expert reviewers and integrates changes
- Updates visual materials where appropriate, such as adjusting content for specific communities, populations, health groups, or jurisdictions, where health policies and practices may differ from those in Ontario; or to maintain and uphold accreditation.

- Takes charge of adaptations of existing material or creations of new materials as requested by the School of Pharmacy through affiliate projects.
- Creates web assets, such as banners and other images, for the School of Pharmacy website.
- Ensures visual materials posted on any University of Waterloo webpage meet the obligations under the AODA (Accessibility for Ontarians with Disabilities Act), and the Web Content Accessibility Guidelines WCAG 2.0 Level AA, which includes appropriate contrast ratios and proper tagging.
- Some adaptations include adjusting existing material into other languages. The Designer will receive translations and design graphics in the new language while maintaining quality and consistency. Some languages provide unforeseen challenges, such as requiring more reading space than English or having a reading direction of right-to-left (examples of common language translations include: Arabic, Chinese (Simplified), French, and Spanish). The incumbent will adapt to these challenges to provide consistent visual material.

Pharmacy5in5 Videos

- Creates and adheres to an effective video creation process, which may include the following:
 - Identify and draft key points
 - Write scripts, conceptualize visuals, and storyboard
 - Record voiceovers
 - Edit a rough cut of the video for review by team members and/or expert reviewers.
- For motion graphic videos:
 - Creates assets and illustrates the video in more detail
 - Records a clean voiceover and uses software for editing
 - Animates video to merge visuals with voiceover
- Finds and selects appropriate background music, sound effects, and other audio pieces, where appropriate
- Incorporates any comments/feedback, where needed.
- For live-action videos:
 - Manages the location scouting for shooting, co-ordinates with the expert reviewer/speaker for scheduling, and procures any and all necessary equipment for the shoot itself
 - Directs/guides the speaker throughout and films all footage
 - Organizes and prepares all footage, both video and audio, and edits the video into a finished piece
 - Finds and selects appropriate background music, sound effects, and other audio pieces, where appropriate
 - Incorporates any comments/feedback, as applicable

Visual Direction, Development and Organization for Pharmacy5in5 Website and Mobile Apps

- Leads the overall visual direction of the Pharmacy5in5 website and mobile apps, as applicable.
- Designs new pages, notifications, rewards, module icons, client invoice templates, summary report templates, web and mobile assets, UX/UI (user experience/user interface) wireframes, and mockups.
- Liaise with the software development provider
- Effectively communicates and collaborates with the Pharmacy5in5 development team for successful conception and execution of functional design.
- Remains mindful and aware of user experience on both desktop and mobile formats and ensures Pharmacy5in5 platform as a whole retains the same visual language as the content created within it.
- Uploads, manages, and organizes all visual material to the Pharmacy5in5 platform and collaborative locations, for accessibility and review by team members and expert reviewers.
- Periodically updates, when appropriate, and maintains files to ensure the most recent versions are uploaded.

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- Develops new multimedia strategies, formats, and/or ideas to express important pharmacy-related and health information in a clear and engaging manner.

**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 graphic design or a related field of Arts degree, or equivalent education and experience.

Experience

- Five+ years' experience as a lead graphic designer in a health-related or knowledge transfer position.
- Two+ years' experience creating educational/explainer graphics and videos.
- Two+ years' experience of work in user-experience/user-interface (UX/UI).
- Proven project management skills with ability to effectively manage multiple projects and priorities.

Knowledge/Skills/Abilities

- Strong familiarity of creative programs such as Adobe Photoshop, Illustrator, Premiere, After Effects, InDesign, Clip Studio Paint; audio editing/recording programs such as Audacity, iZotope; and office programs such as Microsoft Word, Excel, Google Docs, and Google Sheets.
- Demonstrated knowledge of knowledge translation/transfer, project management, graphic design, typography, colour, animation, audio recording, audio editing, video editing, videography, brand identity, UX/UI, web design, and accessibility.
- Ability to find, analyze, and understand a variety of complex health-related topics in order to design and illustrate accurate and engaging graphics and videos.
- Sensitivity and awareness of language/wording and health literacy concepts.
- Strong proofreading and formatting skills.
- High standard of quality and attention to detail.
- Excellent oral and written communication skills.
- Strong organizational skills.
- Ability to work independently and as part of a team.

Nature and Scope

- **Contacts:** Pharmacy faculty and staff to develop content, liaising with communications staff and content experts at partner organizations, Director of Lifelong Learning. Able to focus and set priorities and has a responsive collaboration style. An accomplished problem solver with the ability to find, analyze, and interpret information. Represents the University of Waterloo, School of Pharmacy, and Pharmacy5in5 at the highest level of professionalism when engaging with internal and external groups.
- **Level of Responsibility:** Must be a strong, adept thinker to help lead effective design in healthcare. Must possess proven ability and considerable experience finding, analyzing, and understanding complex health topics on a regular basis in support of effective design. The position manages all visual material, design, and branding of the Pharmacy5in5 platform, increasing the catalogue of expert-quality learning materials at the School of Pharmacy as well as the reputation of the School of Pharmacy itself and the University of Waterloo locally, nationally, and internationally. The position demonstrates a deep understanding of practical design and is expected to bring a demand for accuracy, tact, and professionalism.

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- **Decision-Making Authority:** Makes decisions on the visual direction of Pharmacy5in5, including the appearance of the website and mobile apps, the brand identity, and all visual content within it. Demonstrated judgment and ability to work well independently and in teams. Works directly with the Founder of Pharmacy5in5, the Director of Lifelong Learning at the School of Pharmacy, and with content experts. Requires problem-solving capabilities and the ability to proactively anticipate challenges while showing initiative in resolving issues.
- **Physical and Sensory Demands:** Minimal demands typical of a remote position.
- **Working Environment:** 100% remote office-based, occasional on-site filming.