



Title: Graphic Designer

Reports to: Marketing & Communications Manager

Status: Support Staff

Department: Marketing & Communications

Pay Range: \$40,950 - \$46,800

Full/Part Time: Full-Time

Last Amended: June 2017

SUMMARY

The Graphic Designer is responsible for providing fast, accurate, and professional graphic design services to the Marketing and Communications department. You use your creativity and initiative to understand the needs of internal clients and meet them. You draw, digitize, edit and upload graphics. You work closely with the Marketing Portfolio to develop innovative and successful marketing campaigns. Finally, you make minor changes to the online content.

JOB DUTIES

Graphic Design

- Provide fast, accurate, and professional graphic design services as assigned by Marketing Portfolio
- Draw, digitize, edit and upload graphics
- Collaborate with internal clients to understand and meet their needs
- Provide design support for digital content
- Make design decisions to create maximum impact of graphics combined with copy
- Make recommendations regarding any departmental graphics and design
- Assist Marketing and Communications Manager in developing graphic standards and templates
- Assist and advise other departments, especially Publications Portfolio, in regards to graphic design as needed and time-permitting
- Work with external clients to design advertisements and promotional materials aligned to their needs

Relationship Building, Networking and Communication

- Manage and cultivate authentic relationships with all staff and internal and external stakeholders

Operational Duties

- Understand and follow all policies and procedures
- Develop and stay current on graphic design theory and best practices, especially as it relates to post-secondary students
- Develop and maintain thorough knowledge of the capabilities and limitations of the internal print shop in collaboration with the Print Shop staff
- Collaborate with Strategists to create and maintain specification guidelines
- Assign photography requests to third-party photographers
- Conduct minor updates to the website

Other Related Duties

- Support Student Executives and other staff members in their respective initiatives
- Assist other staff with duties, especially when busy
- Other related duties as required

BCITSA Agent

- Maintain a professional and friendly demeanor when interacting with any internal or external stakeholders
- Understand and promote our mission and values naturally and know our basic history

Supplementary Information

- Attend all staff meetings and training sessions as required
- Must be able to focus on a digital display for long periods of time

REQUIREMENTS AND ASSETS

Requirements

- Communication skills
- Multitasking skill
- Creative
- Team Player
- Initiative
- Diploma in Graphic Design or equivalent
- Three years of experience in a similar role
- Intermedia proficiency using Windows and Mac computers
- Intermediate proficiency using Microsoft Office Suite
- Advanced proficiency using current Adobe Creative Suite

Assets

- Coding ability in HTML
- Photography