

Creative Design Strategist

Title: Creative Design Strategist

Reports to: Marketing Communications Manager

Department: Marketing & Communications

Status: Temporary, Full-Time

Start & End Date: July 6, 2026 – May 28, 2027

Work Hours: Monday to Friday

Pay Grade: 7

Compensation: \$60,300 – \$74,700

The salary range represents the minimum and maximum salary for the position.

Employees are typically hired between the minimum and mid-point of the salary range.

About Us

The Student Association at BCIT is a leading non-profit student-led organization committed to enhancing student life through advocacy and providing student-centered, responsive, and pro-active services. Considered one of the leading student associations in the province, we live our mission and are student-focused in all that we do. Students lead our organization and govern the affairs of the BCITSA. Our Board of Directors is composed of 12 elected Student Executives and Student Councilors from each of the different Schools at BCIT.

BCITSA is committed to fostering a safe, inclusive, and equitable workplace culture that supports and promotes equity, respect, and accountability among employees and BCIT students. We strive to cultivate a community that recognizes equity and diversity as fundamental to achieving inclusive excellence in all our programs and services. The following values encompass how BCITSA upholds our vision and mission, and guide how we provide our services:

- We recognize the talent and unique perspectives, including seen and unseen qualities, our employees bring to our culture.
- We expect our workplace culture to be one that is inclusive, respectful, fair, and safe for the diverse people within our organization to be their most authentic selves.
- We advocate for flexibility, adaptability, and creative solutions to best meet the needs of our employees.
- We foster a workplace where clear communication, transparency, and accountability are prioritized.

Company

Student Association of BCIT

Location

Marketing

Opening Date

Jun 17, 2026

Closing Date

Jun 29, 2026 04:00 PM

Starting Date

Jul 13, 2026



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Why Work With Us

- 12 paid statutory holidays a year
- Free coffee and tea, and discounts at BCITSA food and retail locations
- Free access to BCIT fitness facility
- Flexible, fun team environment
- Everyone works towards enhancing student life
- Hybrid Position

The Opportunity

The Creative Design Strategist will join our Marketing team to deliver fast, accurate, and professional design, advertising, social media, and content marketing services for BCITSA. Leveraging creativity, initiative, and a strong understanding of digital trends, you develop engaging visual and written content that meets the needs of internal clients and resonates with target audiences. As part of the Marketing team, you will collaborate to create innovative and impactful marketing, communications, and social media campaigns that drive awareness, engagement, and organizational objectives. This position is part of a unionized workplace.

What You Will Do

Graphic Design and Marketing Portfolio

- Develop creative ideas and design concepts for event and Marketing campaigns
- Work as a member of a collaborative Marketing team to solve creative challenges and present realistic options and creative concepts to support the marketing strategy
- Design engaging content for different social media and newsletter platforms
- Create motion graphics, title sequences, and edit recorded footage into finished videos suitable for online platforms
- Improve and update communication/marketing tools (signage, advertising, brochures, pamphlets, exhibition booths, etc.)
- Work alongside the Marketing Manager to define the direction of the creatives for campaigns
- Ensure the respect and application of the brand standards and coordinate with the marketing team and other departments to ensure the BCITSA brand is consistent
- Consult in the design and implementation of web pages and other concepts for online campaigns
- Process and format images for use on different media (print, web, multimedia, large format, etc.)
- Convert complex briefs into effective collateral
- Maintain a strong understanding of key graphic design principles, theories, and practices
- Have a solid understanding of typography and design hierarchy

Relationship Building,  Cloud is active in this tab group, Networking, and Communication

- Manage and cultivate authentic relationships with all staff and internal and external stakeholders
- Collaborate with team members from different departments

Operational Duties

- Understand and follow all policies and procedures
- Stay current on graphic design theory and best practices, especially as it relates to post-secondary students
- Develop and maintain a 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

Other Related Duties

- Support Student Executives and other staff members in their respective initiatives
- Assist other staff with duties, especially when busy
- Attend all staff meetings and training sessions as required
- Must be able to focus on a digital display for long periods of time
- Other related duties as required

About You

The Design Strategist reports directly to the Marketing Manager within the Engagement department, collaborating closely with various internal departments such as the Print Shop, Student Executives, and other teams within the Student Association (SA). Additionally, the role involves collaboration with external stakeholders, suppliers, and BCIT staff, ensuring that materials for joint events or campaigns meet both SA and BCIT standards, reflecting a cohesive partnership within the broader institutional context.

EDUCATION & EXPERIENCE

- Bachelor's degree or equivalent post-secondary education in Graphic Design, Marketing Communications or related creative major
- 3-5 years of experience in a similar role
- High proficiency in Adobe Creative Cloud specifically InDesign, Illustrator, Photoshop and After effects a must-have
- Excellent verbal and written communication skills
- Proficient in motion graphics and effects

KNOWLEDGE & ABILITIES

- Experience creating engaging digital content across multiple platforms
- Strong graphic design and copywriting skills
- Photography skills, including capturing and editing high-quality images
- Intermediate proficiency in Microsoft Office Suite
- Exceptional attention to detail, ensuring accuracy and consistency across all projects and communications



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- Demonstrated ability to develop creative, innovative, and effective ideas
- Proven ability to manage multiple projects simultaneously. Prioritize competing deadlines, and work effectively in a fast-paced environment

REQUIREMENTS

- Ability to stand for long periods of time
- Ability to lift, move, and carry objects weighing up to 30 pounds on a regular basis
- A current and valid driver's license is required for this position

Our goal is to be inclusive, diverse, and representative of the communities where we work while creating an environment where every person can enjoy a successful career. This commitment applies to all candidates and employees regardless of race, ethnicity, citizenship, creed, place of origin, religion, sex, gender identity, gender expression, sexual orientation, family status, marital status, disability, age, and any other protected characteristic. Requests for accommodation due to a disability or any other protected characteristic can be made at any stage of the recruitment process and during employment by contacting our People & Culture Team.

BCITSA respectfully acknowledges that the land on which BCIT's main campuses are located is the traditional and unceded territory of the Coast Salish peoples, specifically the shared traditional territories of the S?l ? ílw?ta?/Selilwitulh (Tsleil-Waututh), S?wx_wú7mesh Úxwumixw (Squamish), and x? m??k??y?? m (Musqueam) First Nations .



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