

## Graphic Designer (Job # 2023-043-IE)

<b>Department:</b>	<b>Office of the CAO</b>
<b>Status:</b>	Full Time, Permanent
<b>Date Posted:</b>	March 22, 2023
<b>Date Closing:</b>	<b>April 10, 2023 4:30 p.m.</b>
<b>Number of Positions:</b>	1
<b>Scheduled Hours/Shifts:</b>	35 hours per week
<b>Salary:</b>	\$58,557.76 - \$71,244.47
<b>Flexible Working Arrangement:</b>	Available

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### Position Purpose:

Under the guidance of the Corporate Communications Manager, the Graphic Designer is responsible for the design, layout, and production of guides, departmental brochures, flyers, posters, advertisements, displays/signage and all other print and digital promotional materials. They provide support to website and social media postings, conducts research, and prepares specifications to solicit bids from printing companies and external agencies. They execute creative service requests and all other related functions in support of department marketing and communication initiatives. They assist in the development and implementation of graphic-related plans and procedures and performs any needed staff training.

### Qualifications and Requirements:

- Successful completion of a College or University Diploma in graphic design. Provisional and/or Registered Graphic Designer designation required.
- Minimum three (3) years' experience in the graphic design field, designing and creating promotional material, including producing camera-ready artwork for a wide range and scope of projects up to large-scale publications (guides, magazines, catalogues), working with printing companies and external agencies, developing production schedules and plans/critical paths, copy writing and conducting market research, preferably in a municipal environment.
- Experience at a federal, provincial, regional or municipal government organization and familiarity with municipal Councils and Board of Directors an asset.
- Working knowledge of municipal government, legislation, regulations and knowledge of communicating for governmental organizations an asset.
- Strong project management, research, organizational, communications (oral and written), problem-solving, auditing/analytical and grammatical skills.
- Uses judgement and time management to prioritize workload and respond quickly to changing priorities. Must adapt quickly to a changing environment, political climate and emerging issues as determined by supervisor(s).
- Possess a keen eye for design and a very high level of quality control standards.
- Strong proficiency in Microsoft Office, Adobe Creative Suite (including minimum Photoshop, InDesign and Acrobat) and any other graphic-related software needed to carry out duties.
- Advanced written and verbal communication skills in English.
- Strong interpersonal and communication skills (oral, written and listening skills).
- Demonstrated experience in either an agency or corporate environment with a specific focus on graphic design, implementation and design for web, social media and other digital platforms.
- Knowledge in the use of social media tools such as Twitter, Facebook, LinkedIn and Instagram to promote business objectives and an understanding of digital marketing principals as it relates to graphic design.
- Demonstrated knowledge and experience in digital accessibility guidelines and legislation (AODA, WCAG 2.0, CASL technical standards) and current trends and best practices for graphic design as it relates to Town business.

- Ability to contribute to digital media strategies and identify where graphic design can have an impact in the organization.
- Applies judgement in troubleshooting issues related to graphic design to ensure that end users have positive experiences using programs and services. Assist staff members in various departments in the troubleshooting process.
- Familiarity with emerging technology and a thorough knowledge of current trends and innovations in graphic design.
- Due to the nature of the work, this position must work flexible hours, including evenings and weekends, based on the Town's schedule of events and business demands.

### **How to apply:**

Please forward your resume in confidence by **April 10, 2023 at 4:30 p.m.**, identifying **Job # 2023-043-IE** in the subject line to [hr@townofws.ca](mailto:hr@townofws.ca).

**Committed to diversity and a barrier-free environment:** Whitchurch-Stouffville is an equal opportunity employer committed to an inclusive, barrier-free recruitment and selection process and as we grow, it's important that our workforce reflect the citizens we serve. At the Town, we respect, encourage, and celebrate our diversity. If contacted for an employment opportunity, please advise if you require accommodation.

**We thank all applicants for their interest in this position, however, only those applicants selected for an interview will be contacted.**