



Title: Multimedia & Graphic Designer

Department: Communication Services

Pay Grade: 7

Range Min: \$56,444

Reporting To: Manager, Communication Services

Updated: 13/07/23.

Range Max: \$84,666

### **Position Summary**

Reporting to the Director, Communication Services, this individual will be skilled in digital media and visual communications, with a demonstrated ability to collaboratively solve communication needs through strategic design concepts.

The successful candidate will have a strong understanding of design principles, experience in digital communication, creative technology, experience design and campaign optimization. The candidate will possess core strengths in designing for a variety of audiences using multiple design tools and platforms.

The individual will be working in close collaboration with the Senior Multimedia & Graphic Designer to ensure a collaborative and consistent approach to handling tasks and requests, while remaining aligned with the company's branding guidelines. They will deliver on multiple projects simultaneously and have strong time management skills, as a member of the Communication Services team, showing a strong commitment to teamwork, ideas, innovation and implementation.

### **Responsibilities**

- Coordinate the production of multimedia content for a variety of staff, public- and member-facing digital platforms.
- Support implementation of digital design. This includes the production of communications and digital material from concept to completion, including refinements and ongoing modernization of websites, social platforms, animation, infographics, electronic publications, digital banners, presentations, displays and other innovative promotional materials.
- Design and produce communications and marketing material from concept to completion, such as annual reports, forecast reports, media kits, websites, posters, maps and graphs, brochures, print and electronic publications, digital banners, presentations, training materials, displays and other promotional materials.
- Ensure the visual of CREB®'s brand direction is consistent.
- Keep up to date all of CREB®'s communication channels, including artwork selection and photography to accurately reflect the professional tone and message for CREB®.

- Create design material for communication planning, including original consultation with internal team to understand target audiences, demonstrating meticulous attention to accuracy and detail, timely turnaround for creation and corrections, and the highest standards of quality.
- Oversee production of external printing, displays, photography and illustration; supervise and liaise with printer for digital and offset printing.
- Liaise with internal stakeholders such as IT Services to ensure that all components are executed and delivered on time and of the highest quality.
- Supporting website updates while adhering to current web and UX standards and working within the constraints of a CMS.
- Collaborate With Senior Multimedia & Graphic Design to convert complex numerical/statistical information and graphs into effective visual communicative professional design pieces.
- Stay up to date with latest design trends and techniques.
- Collaborate in identification of possible risks/impacts to the team when considering new work, practices, or policies.
- Contribute to assessment of risks/impacts and assist in mitigation implementation.
- Performs other duties as may be assigned by Director.

#### **Education Requirements**

- Diploma or equivalent in new media production, graphic design, or related discipline.

#### **Years of Experience**

- 3-5 years' experience in visual communications, multimedia design, graphic design or a related role.

#### **Other Certification &/or Licenses**

N/A

#### **Core Competencies – What We Value Most**

Service

- Putting the interests and needs of our members at the forefront of our interactions.

Excellence

- Continuously improving our work and ourselves to meet increasing expectations.

Professionalism

- Holding each other to high professional standards that earn member and consumer trust.

Community

- Building and nurturing a diverse, inclusive and equitable community of professions that are better together.

Listening

- Asking members what they need and responding to the collective interest of the community.

### Advocating

- Proactively protecting and enhancing the interests of our members.

### **Skills and Abilities**

### **Weight**

#### Managing Multiple Priorities

25%

Handles multiple assignments and priorities yet still fulfills all commitments. Readily accepts new responsibilities and adapts well to changes in procedures. Gives appropriate priorities to various work demands. This is quite different from those who struggle to stay focused when faced with multiple priorities; focus only on one or two job priorities while neglecting others; and/or hesitate, complain, or refuse to accept new procedures or assignments.

#### Quality of Work

25%

Has established a track record of producing work that is highly accurate, demonstrates attention to detail and reflects well on the organization. Is personally committed to high quality work and encourages others to have similar standards. This differs from those who cannot be relied upon to produce high quality work, pay little attention to detail, show little pride in a job well done and/or set a poor example for co-workers or direct reports.

#### Technical Skills

25%

Possesses the technical skills and knowledge required to perform essential tasks in an efficient and effective manner. Demonstrates the willingness and ability to train or coach others in the technical arena. This is quite different than those individuals who lack technical skills or knowledge and/or have failed to demonstrate a willingness and ability to train others to perform well in technical assignments.

#### Creativity

25%

Applies creativity and originality in the work setting, when appropriate. Suggests or applies new ways of addressing ongoing work issues and challenges. Sees possibilities that others have not yet seen, or combines ideas and approaches suggested by others in a unique manner that results in breakthroughs and improvements. Understands when to be creative and when to stick with what exists now. This behavior contrasts with those who tend to focus exclusively on how things have been or how they are now and who tend to stick with traditional ways of doing things.

### **Skills and Abilities - Additional Information**

- Web and intranet savvy, familiarity with HTML, CSS, content management systems (Sitecore), project management programs and MAC & PC operating systems.
- Experience working with Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft PowerPoint, Microsoft Word, Microsoft Excel, as well as the ability to adapt to internal systems and changing technologies.
- Attention to detail, carefully reviews the details and quality of own work.
- Experience with photography, videography, Adobe Premiere and Adobe Audition a strong asset.
- Demonstrated knowledge of design principles and language, including color theory, typography, scale, balance, hierarchy, pre-press and print experience.

- Organizational and time management skills; ability to set priorities, organize work effectively under pressure and meet deadlines.
- Knowledge of production processes, including electronic, print, display and web.
- Ability to work independently and cooperatively and allocate one's time effectively and manage tight deadlines.
- Ability to work under pressure and achieve quality results, as well as handle multiple demands and competing priorities.
- Ability to handle constructive critique of one's work.
- Collaborate and brainstorm with multiple teams across the organization for a wide range of visual materials.
- Develop positive, productive, and professional relationships with colleagues and clients.
- Collaborate with team members and peers.

### **Employee Statement of Understanding**

I have read and understand the job description for my position. I am able to perform all of the essential functions of this position.

I agree to comply with the corporate compliance policy and all laws, rules, regulations, and standards of conduct relating to my position. As an employee, I understand my duty to report any suspected violations of the law or the standards of conduct to my immediate supervisor.

As an employee, I will strive to uphold the mission and vision of the organization. All employees are required to adhere to the values in all their interactions with customers and fellow employees.