



BCGEU POSITION DESCRIPTION

POSITION TITLE: Digital Graphic Designer

JOB NUMBER: 834

REPORTS TO: Manager, Marketing Operations

INCUMBENT:

DEPARTMENT: Marketing and Communications

DATE CREATED: January 2023

JOB CLASS: 14

DATE REVISED:

PRIMARY FUNCTION

Reporting to the Manager, Marketing Operations, this position is responsible for the creative conceptualization, design, production and coordination of print and digital marketing and communications collateral for the University and internal key parties, ensuring that all materials meet KPU brand standards.

Materials and mediums include, but are not limited to:

- Print and out-of-home (OOH) advertising (newspaper, publications, transit, etc.)
- Marketing collateral (brochures, posters, postcards, infographics, presentations, etc.)
- Static and animated digital advertising (programmatic, social, stadium video displays, movie theatre pre-rolls, etc.)
- Environmental displays (pop-up banners, elevator wraps, vehicle wraps, wall murals, floor decals, tradeshow booths, large format banners, etc.)
- University publications (Viewbook, strategic plans, etc.)
- Event collateral (static and animated digital displays, signage, event programs, etc.)
- Social media graphics
- Email banners
- Motion graphics for video

JOB DUTIES AND TASKS

1. Prioritize and manage multiple complex cross-platform projects concurrently while keeping within design specifications and budget restrictions.
2. Source photos from KPU's stock photography bank and external stock photo collections.
3. Research and contribute to a creative direction and present concepts as required.
4. Source materials (including new and alternative) and print options that meet project specifications
5. Liaise with the Print Shop as well as external vendors regarding printing specifications, quotes, timelines, press checks and installations.
6. Coordinate delivery of collateral and oversees installation of design products (i.e., banners, wraps, decals, etc.)
7. Review, approve and sign off on printer proofs and perform press checks as required both onsite and offsite. Monitors and advises the Manager, Marketing Operations and clients on project timelines, design and print specifications, and cost estimates. Work to ensure projects meet specifications.
8. Review for accuracy and approve invoices; follow up with vendors to ensure receipt of goods and billings.
9. Perform quality control for all physical collateral produced and works with vendors to resolve inconsistencies.
10. Collaborate and build strong relationships within the internal community and to gain understanding of the department goals



11. Provide ideas, guidance and consultative advice to plan, develop, and implement the concept and design of marketing materials for campaigns, special events, etc. in support of student recruitment and increased institutional awareness. Estimates costs and manages projects to completion (individually or in a team with other departments).
12. Collaborate with clients/departments to recommend ideas and provide advice to assist with the development of processes and strategies that align with the institutional marketing plan with specific client's/departments' business objectives.
13. Provide advice and direction to clients/departments on customized marketing and communication options, processes, advertising strategies and/or innovative marketing and design techniques specific to each campaign.
14. Retrieve, review, coordinate and tracks projects for department/client requests for marketing materials utilizing internal marketing request system (SharePoint/Team Dynamix), the Marketing e-mail inbox and through Microsoft Teams
15. Conceptualize, design and coordinate production of print, OOH and digital marketing and communications collateral that showcases the KPU brand
16. Prepare graphics, artwork, proofs and designs for advertisements, marketing and promotional materials, web development, digital media, publications and other marketing initiatives in consultation with clients/departments.
17. Produce final creative from drafts and revisions in the suitable file formats for each type of media utilized for campaigns; includes formulating final specs for newspapers, transit ads, magazines, direct mail, web etc. Prepares colour-correction and testing for each medium to ensure maximum quality of final product.
18. Design and produce interactive online content, including email templates, social and promotional content.
19. Participate in strategy and design discussions; provide feedback based on best practices and market trends.
20. Collaborate with the Marketing team to ensure that all designs align with the brand image, while also meeting usability and accessibility standards.
21. Occasionally use animation tech to support ongoing projects.
22. Work collaboratively with the Web Designers to design and modify web pages for online advertisements, campaigns and promotions, ensuring consistency in design standards and graphics.
23. Consult with Copywriter to review copy and edit marketing collateral for departmental campaigns, institutional publications and the university website. Assists clients/departments with composing copy for marketing collateral specific to their needs. Reviews and provide feedback in accordance with established university writing styles.
24. Liaise with photographers and provide art direction and coordination support on custom photoshoots.
25. Assist with photography retouching, editing and videography (including animation) to professional standards for collateral, advertising and digital mediums.
26. Develop and execute a variety of marketing campaigns, in conjunction with client/department needs. Monitors and identifies deficiencies and makes recommendations for changes in approach to ensure increased success for future campaigns.
27. Completes custom graphic illustrations and illustrative modifications (as needed) to existing design assets (vector files and icons).
28. Troubleshoots computer-related problems for the printers and PC operating systems for the marketing production unit and ensures quality control for all marketing materials.
29. Advocate for the KPU brand by producing recommendations and ideas which support the development and successful implementation of marketing strategies, communication practices, and brand identity stewardship. Contributes to the development of graphic standards.
30. Adhere to and assist with maintenance and organization of the server filing system for the Marketing Services department, including proper naming, linking of files, regular back-ups of working files and time-to-time maintenance assistance at the discretion of the Manager.
31. Support the Manager, Marketing Operations with departmental market research through development, administration and compilation of data from campaigns and surveys.



32. Provide instruction and training for replacement workers, auxiliaries and other Marketing Services staff, when necessary.
33. Contributes to and promotes a safe, respectful, and inclusive work environment by adhering to University policies and procedures and completing mandatory training programs.
34. Perform other related duties as required.

SUPERVISION RECEIVED:

This position reports to the Manager, Marketing Operations. The designer independently manages a variety of marketing initiatives for other departments and service areas with minimal supervision.

SUPERVISION/DIRECTION EXERCISED:

This position provides training and direction to new creative team staff on creative direction, design processes, university graphic standards and other department processes as required.

PHYSICAL ASSETS/INFORMATION MANAGEMENT:

Develops and maintains a strategic and organized archived system for all electronic and hardcopy files and photographs (for all the department's advertising, marketing projects, branding and promotional materials).

May be required to lift marketing materials up to approx. 30 lbs occasionally

FINANCIAL RESOURCES:

Works with other departments and the Manager, Marketing Operations to ensure marketing campaigns are developed within specific budgets.

The above statements reflect the general details considered necessary to describe and evaluate the principal functions of the job identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in the job.



EMPLOYER REQUIRED KNOWLEDGE SKILLS AND ABILITIES

- Experience producing professional and sophisticated presentations including the ability to incorporate charts, graphs, photographs and graphics, using Microsoft Word, Power Point and Excel.
- Familiarity with email marketing and marketing automation technologies (e.g. Marketo/ Marketing Cloud/Hubspot,etc.) and social media ad management platforms.
- Excellent working knowledge of modern marketing communications methods including graphic design, designing advertising, digital design, web design, illustration, photo-retouching, minor animation, promotions, media relations, presentations, newsletters, direct mail, marketing collateral, video, website content/messaging, social media, and writing and editing for collateral.
- Strong editorial, writing, proofreading, and written/ verbal communication skills required.
- Demonstrated use of creativity and innovation in developing marketing materials and design/promotional strategies to incorporate a variety of media - print, electronic, radio, TV, etc.
- High proficiency in creating animated multimedia and graphics for web and social properties.
- General website UX experience and foundational knowledge of creating content for the web
- Knowledge of visual design principles and user-centric designs.
- Proven ability to exercise a high level of initiative and responsibility with minimal supervision.
- Good understanding of cross-client, cross-platform, and cross-device compatibility.
- Passionate about digital marketing and graphic design by taking the initiative to stay up-to-date on current industry trends.
- An excellent verbal and written communicator with strong interpersonal skills.
- A positive team player, with the goal of collaboration to meet ongoing deadlines.
- Able to thrive in a fast-paced environment and enjoy new challenges
- Creative with the ability to generate or recognize ideas, alternatives, and solutions.
- Able to work a flexible schedule including occasional evenings and weekends.
- Possession of a valid driver's license and access to a vehicle is required.

A portfolio of previous graphic design, digital ads and animation projects will be requested.

EMPLOYER REQUIRED EDUCATION & EXPERIENCE

- A Bachelor's degree in digital design, graphic design or a related field.
- A minimum of three years progressive experience in a digital design role, agency or In-house.
- Expertise in Sketch, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe XD, InVision, Figma, After Effects and related programs.
- Advanced demonstrated working experience of desktop publishing using a PC to develop sophisticated marketing collateral using Adobe Creative Cloud 2020, Adobe Creative Suite CS5, Photoshop, Microsoft Office, Acrobat and cloud-based interfaces like Microsoft OneDrive
- Demonstrated knowledge of digital marketing, social media marketing, website design software including HTML, CSS and demonstrated experience with Content Management Systems.
- Proven experience with social media platforms such as Facebook, Instagram, TikTok, etc. and their respective creative requirements.
- Proven experience in developing and designing creative for ad platforms such as Google Adwords, Facebook Ads Manager.

Knowledge Skills & Abilities revised: January 2023

