



Date Submitted: September 2022

Reason for Submission: (Check One)

Update

Re-evaluation of Position

New Position, Initial Evaluation

POSITION DESCRIPTION

Position Title: Marketing and Design Specialist

Department: Marketing and Communications

Position Status: Active

Employment Type: Full-Time

POSITION SUMMARY (Overview and Purpose)

Reporting to the Marketing Manager, the Marketing and Design Specialist is a member of the marketing and communications team. They collaborate with the Students' Union's internal clients to create strategic marketing plans and campaigns that maximize visibility for all areas of the organization, including student advocacy initiatives, volunteer programming, student events and activities, student services, and commercial business units. This position is part of a team that prepares, proofs, and produces written, visual, and digital communications while maintaining the overall brand of the organization and its departments.

KEY RESPONSIBILITIES

- Develop strong understanding of all SU services and businesses, building relationships with key internal and external stakeholders
- Work proactively with marketing team and internal clients to develop creative concepts and advertising strategies to support upcoming marketing campaigns
- Assist with project management on a day-to-day and week-to-week basis: coordinate with other members of the marketing team to ensure that interdependent project elements are produced and published in sync across relevant channels
- Design and produce a wide range of visual materials for print, digital, and social media using Adobe Creative Suite, including Photoshop (CS versions), Illustrator, and InDesign
- Design and publish digital content to various screen networks, on-campus publications, and websites
- Design and print creative materials including (but not limited to) posters, flyers, restaurant and catering menus, and large-format printed materials
- Assist with creative content and design for social media campaigns (organic and paid)
- Provide creative, collaborative, and consultative support to all SU departments
- Contribute to general office and administration duties and materials
- Support in maintaining budget including support in budget administration duties such as compiling cost-comparison quotes and arranging purchase orders for external design projects

- Organize and maintain multiple files and design archives
- Update, revise, proof, and review clients' materials for accuracy
- Write, edit, and publish website copy, landing pages on SU website
- Other duties as assigned from time-to time by the Marketing Manager

RECOMMENDATIONS, DECISION, AND AUTONOMY OF ACTION

Day-to-day decisions regarding design choices, project prioritizing, etc., are made and applied as necessary. Consultation with Marketing Manager is required on a regular basis.

INFLUENCE – INTERNAL/EXTERNAL

The Marketing and Design Specialist interacts with co-workers from other departments within the SU as well as elected officials.

LEADERSHIP

The Marketing and Design Specialist demonstrates personal leadership through planning, priority setting, and the execution of day-to-day work to meet clients' expectations and deadlines. The position also demonstrates leadership and professionalism by building consultative relationships with internal clients, providing advice and practical solutions to produce meaningful outcomes. Leadership is also demonstrated by participating in team goal setting and strategic team planning.

The Marketing and Design Specialist, as part of the communications team, also assists in mentoring student government members while also assisting with the flow of student and SU departmental initiatives and projects.

WORKING CONDITIONS

Work Environment: The Marketing and Design Specialist works primarily at a computer workstation.

Conditions of Work: This is a multi-task position requiring strong organizational skills along with the ability to manage several short and long-term deadlines at one time.

REQUIRED COMPETENCIES

The Marketing and Design Specialist should have strong project management, design, technical, written and verbal communication skills with the ability to collaborate in a team environment as well as take direction. The specialist must also be able to handle multiple projects from multiple departments, have a strong attention to detail and possess the ability to address communication problems with proactive, creative solutions.

EDUCATION AND EXPERIENCE

A diploma or degree in Graphic Design, Visual Communications, Information Design, or related field with 2 – 5 years of related experience is required. A combination of education and experience will be considered.

Solid design skills, supported by proficiency in desktop publishing and imagery software, particularly Adobe Creative Suite (InDesign Illustrator, Photoshop). Online/web design, WordPress or other CMS publishing, video editing and social media experience would be assets. Working knowledge of pre-press production and file management is also important.