



Title:	Multimedia & Graphic Designer	Reporting To:	Manager, Communication Services
Department:	Communication Services	Updated:	06/24/22
Pay Grade:	7	Range Max:	\$80,520
Range Min:	\$53,680		

Position Summary

Reporting to the Manager, 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 on multiple projects simultaneously and have strong time management skills. They will work in collaboration with the Communication Services team and have a strong commitment to teamwork, ideas, innovation and implementation.

Responsibilities

- Collaborate with Communications Services team to provide direction, expertise and support regarding strategic visual communications and digital media that is consistent with our brand standards.
- Develop strategic multi-layered multimedia campaigns, with the wider Communication Services team to support goals and drive business objectives forward.
- Develop and/or co-ordinate production of multimedia content, including video, appropriate for a variety of staff-, public- and member-facing digital platforms.
- Develop and 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.
- CREB® brand enforcement across all facets of the company and ensure that the visual direction remains consistent.
- Provide art direction for all of CREB®'s communication channels, including artwork selection and photography to accurately reflect the professional tone and message for CREB®.
- Creation of 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.
- Front-end development of websites adhering to current web and UX standards while working within the constraints of a CMS.
- Convert complex numerical/statistical information and graphs into effective visual communicative professional design pieces.
- Provide guidance about best practices, brand strategy, and design principles to Communication Services team, and offer creative visual solutions to help achieve business goals.
- Stay up to date with latest design trends and techniques.
- Identify and share with manager 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 Manager.

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

INTEGRITY Transparency. Accountability. Trust. Commitment.

We value INTEGRITY We build trust by having each other's backs, acting with honesty and strong guiding principles; and We are committed to always improving and delivering what we promise.

INCLUSION Diversity. Equity.

We value INCLUSION We create a socially safe environment for every individual; and We celebrate our diversity because our differences make us stronger.

COLLABORATION Openness. Cooperation.

We value COLLABORATION We work together to achieve common goals with open and honest communication; and We know teamwork is sharing our knowledge & skills, contributing to CREB®'s success.

WELLNESS Physical. Mental. Community.

We value WELLNESS We promote positivity, balance, healthiness, and happiness, and We build resilience through embracing and prioritizing the physical and mental wellbeing of ourselves, our coworkers, and our members.

FUN Joy. Laughter.

We value FUN We believe that fun creates a culture of openness and, in turn, a culture of wholeness; and We all celebrate our successes & enjoy our work.

Skills and Abilities

Weight

Managing Multiple Priorities

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.

25%

Quality of Work

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.

25%

Technical Skills

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.25%

Creativity

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.

25%

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.
- 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.
- 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.