

Class No.:	
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CLASS SPECIFICATION

DESIGNER, MARKETING

NATURE AND SCOPE OF WORK

Conveying communications and marketing messages with high visual impact requires intelligent creativity and a dedicated approach to client service. The Designer brings an impressive skill set, efficiency, and agility to originating and leading specialized creative design work from ideation through to production and successful implementation. Working in collaboration with content creators serving both traditional and digital media and advertising, the Designer creates a wide array of engaging materials and collaborates with external vendors and professionals to secure accurate, inspiring high-quality results. Designer brings a solutions-oriented approach to working in a fast-paced environment with inspired commitment to the Capilano University brand standards. This position is on the Marketing & Digital Experience team, reports to the Manager, Creative and is part of the larger University Relations Portfolio.

ILLUSTRATIVE EXAMPLES OF DUTIES

- Originates, designs and executes a wide range of simple-to-complex graphic design work in appropriate print, and digital formats.
- Liaises and coordinates with external service vendors (i.e., printers, manufacturers, contractors, freelancers, or post-production studios) and is responsible for ensuring accuracy and quality of production.
- Liaise with and advise external vendors/creative agencies on large-scale Out of Home advertising campaigns.
- Seeks and reviews cost quotations as needed, from external vendors and ensures work is delivered on time, on budget.
- Reviews creative briefs and assignments for project direction and guidance.

- Considers goals and objectives of clients and their audiences and develops creative, strategic design approaches to meet their needs. Prepares and presents design solutions to manager and clients.
- Collaborate and work with digital teams to produce high-quality graphics for digital use on a multitude of different digital platforms including Facebook, Instagram, TikTok, Spotify, YouTube, and Twitter.
- Prepares and ensures accuracy and integrity of designed materials including, but not limited to, documents, presentations, printed material, templates, charts, posters, environmental signage and displays, digital assets and advertisements.
- Provides art direction, design advice and technical assistance to university employees; assists university photo/video shoots.
- Self-manages assignments to schedule and reports progress to Manager, Content and Marketing Supervisor, using the project management tools provided.
- Follows established workflow processes and actively contributes to process, standards, and systems improvements.
- Performs page layout and multi-media production for complex projects including the Capilano University Viewbook, Capsule, and Convocation Brochure.
- Performs other duties related to the qualifications and requirements of the position.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Thorough knowledge of print and digital media design and production techniques to originate and execute simple-to-complex design concepts in a wide variety of formats.
- Thorough understanding of in-house creative service operations and comparisons.
- Proven knowledge of business English, spelling, punctuation, and arithmetic.
- Proven knowledge of copyright legislation and the University's copyright policies.
- Ability to develop data visualization designs and infographics.
- Ability to produce accurate and complex publication-ready documents or production-ready products in various formats, from print to digital.
- Ability to effectively manage and organize projects.

- Ability to work independently and responsibly to analyze needs of clients, determine optimum media and create well designed products in a fast-paced, high-volume environment.
- Ability to establish and maintain effective working relationships with other employees, outside contractors, clients and the public.
- Understanding of best practices in web user experience, information architecture, user experience, content hierarchy and web layouts.
- Commitment to update skills as needed.

REQUIRED TRAINING AND EXPERIENCE

- Completion of a Degree in art and design supplemented by course work in graphic design project management; multimedia design and production; page layout; web publishing, illustrating and paint-draw programs.
- Experienced to expert in Adobe creative cloud applications (Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe XD), Procreate, Canva and related Microsoft products and software.
- Diversified design portfolio.
- Five years of related experience.

REQUIRED LICENCES, CERTIFICATES AND REGISTRATIONS

- None.