

TITLE: Multimedia Designer/Specialist
SECTION: Communications Office
REPORTS TO: Director of Communications

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SUMMARY

Under the general direction of the Director of Communications, the Multimedia Designer/Specialist is responsible for the development of graphic design and online multimedia communications and marketing. In collaboration with various departments and schools, the successful candidate will produce interactive, visually appealing and unique internal and external communications projects that align with the district's design and web standards.

DUTIES

1. Design and development of internal and external communications and marketing materials for print or online.
2. Manage brand identity by updating or creating district documents such as brochures, posters and other branded materials.
3. Ensure district design standards are adhered to in the production of any district materials.
4. Manage and update design of district and school websites.
5. Design and manage district mobile applications.
6. Assist in the development of online multimedia presence, which include but not limited to: social media, photography, videography and video editing.
7. Work closely with the communications team and participate in project meetings and prepare regular reports to communicate project status.
8. Work with the various departments and schools on the creation of internal or external print or online projects.
9. Meeting multiple deadlines in a fast-paced and high-pressure environment.
10. Proofreads district documents and publications.
11. Maintains filing and tracking systems for district information and photographs and monitors the budget of the Communications Office.
12. May, on occasion, be required to perform other related duties as assigned.

QUALIFICATIONS

- High school graduation or equivalent.
- A minimum of 1 - 2 yrs. training in an accredited post-secondary institution in a related field or equivalent.
- 2 – 3 yrs. work experience with a focus on graphic and web design or equivalent combination of training and experience.
- Fluent in Adobe Creative Suite i.e. Illustrator, InDesign, Photoshop.
- Ability to use video-editing software i.e. Final Cut Pro, Adobe Premiere Pro & After Effects.
- Experience with WordPress website management and design. Knowledge with HTML, HTML5, JavaScript, CSS and SEO is considered an asset.
- Experience with the development of mobile applications is an asset.
- Minimum keyboarding speed of 50 c.w.p.m.
- Demonstrated knowledge of multimedia methodologies; design, web, photography, videography and printing processes.
- Highly collaborative team player with excellent communication and skills.
- Ability to work effectively in an independent and team environment.
- Strong interpersonal skills and high attention to detail with exceptional organizational skills.