Graphic Designer

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Graphic Designer

Open Learning and Educational Support

Hiring #: 2021-0094

Please read the Application Instructions [1] before applying

Open Learning and Educational Support is an integral part of the University of Guelph’s learner-centred and research-intensive mission. As leaders in education, we create innovative and relevant educational opportunities that meet the learning needs of a local and international audience. We are guided by learner-centered principles that are reflected in our diverse programs and rich learning experiences for traditional and lifelong learners. We intentionally integrate pedagogy with technology in the design, development and delivery of our educational programs. Through research and collaboration, we engage in scholarship to advance the teaching and learning mandate of the University.

Reporting to the Manager, Marketing, Communications and Enrolment (MMCE), the Graphic Designer provides photography and videography support including camera generated image capture, post-production manipulation, distribution and archiving of all digital materials used for purposes including departmental branding, promotion, and educational materials used in course design and delivery. The Graphic Designer works as a member of the Marketing and Communications team and may take the lead on projects or collaborate with OpenEd staff or faculty members to bring materials from concept to finished production. Tasks will include: creation of unique and engaging digital artwork for promotional campaigns; conceptualize and develop graphics and imagery, including animations and HTML5, required for web and digital applications including social media, email templates, webpage templates, components and icons; production of original freehand and computer-generated illustrations and cartoons to augment instructional materials; ensure accessibility standards are met for all deliverables; collaborate with the web development team to create and maintain templated themes; capture and edit photographic images and video content in a variety of styles and render files appropriately for distribution; provide artistic direction for photography and video shoots when working with external providers; maintain database of original and modified images and videos for department and campus-wide use; perform all necessary maintenance on photographic equipment; collaborate with marketing coordinator to develop shoot schedules, contact subjects and scout locations for accessibility and suitability as necessary and assisting with other marketing initiatives as required.

Requirements of the position include the successful completion of a 3-year Community College program in Graphic Design (undergraduate degree preferred), plus 2 years of related experience or an equivalent combination of education and experience. Additional requirements include an advanced knowledge of digital media software (Adobe Photoshop, InDesign, Dreamweaver, Illustrator, Lightroom, Premier Pro); understanding of and experience with the design, production and editing of responsive web pages, using HTML5, CSS2 and 3 (Bootstrap 4+), JQuery 3+ and an enterprise Content Management System (CMS); advanced knowledge of digital camera operation; experience with Microsoft Office applications (Word, PowerPoint, Excel, Outlook); advanced knowledge of AODA requirements and accessibility best practices. The individual must also have demonstrated skills in areas such as project management, organization and time management, meeting facilitation and presenting, and writing and communication. The Graphic Designer works in a fast paced, multi-tasking entrepreneurial environment and will be able to work both collaboratively as well as independently.

This appointment is regularly performed on-campus but will be initially fulfilled remotely (off-campus) until the University resumes its regular operations.

Position Number 313-025
At the University of Guelph, fostering a culture of inclusion [2] is an institutional imperative. The University invites and encourages applications from all qualified individuals, including from groups that are traditionally underrepresented in employment, who may contribute to further diversification of our Institution.

Posting Date: 2021 03 10
Closing Date: 2021 03 17

Keywords: current.opportunity [3]

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