INTERNAL JOB POSTING
July 20th, 2022

Graphic Designer
Full-Time Permanent Position

The University Students’ Council at Western University is seeking a full-time permanent Graphic Designer for the Communications Department. This position is within the Collective Bargaining Unit and has a competitive pay rate.

Reporting to the Creative Manager, the successful candidate’s primary role will be to create graphic design materials to help raise awareness of USC services, events, operations, and branding. The ideal candidate must possess excellent working knowledge of Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Lightroom, Procreate, and Canva. Adobe After Effects and Adobe Dreamweaver are assets. They must also have a degree or diploma in Graphic Design, Art, Fine Arts, Marketing, or Multimedia Design, with a strong emphasis on digital marketing, advertising, and print graphic design. The successful candidate must be highly self-motivated, creative, and a problem-solver. Strong written and verbal communication skills and the ability to lead and mentor others are assets.

Hours of work are 8:30 a.m.–4:30 p.m. from Monday to Friday. Work hours may be adjusted during peak periods to accommodate an increased workload. Occasional overtime may be required upon manager approval.

The USC is excited to have all staff working on campus again! Please note that the USC follows Western University’s Vaccine Policy. For more details on the mandatory vaccine policy, please use this link: https://www.uwo.ca/coronavirus/vaccine.html.

Please note that the USC requires all staff to work in person in London, Ontario, at our office on Western University’s campus.

Please submit your resume and portfolio for review to:
https://westernusc.forms-db.com/view.php?id=451040

USC People and Development
University Students’ Council of The University of Western Ontario

Please note: The Corporation is currently accepting resumes from USC Bargaining Unit Employees and other internal applicants as per the Collective Bargaining Agreement. Only those deemed qualified will receive notification of an interview.

The University Students’ Council of the University of Western Ontario is an equal opportunity employer. The USC is committed to providing accommodations to those with disabilities. If you require an accommodation, we will work with you to meet your needs.
OVERVIEW

About the Organization

The University Students’ Council (USC) is the official student association for more than 30,000 undergraduate students at Western University. Incorporated in 1965, we are widely viewed as one of the most reputable and effective student associations in North America. With a thirty million dollar operating budget, 40 full-time staff, and hundreds of part-time student staff and volunteers, the USC provides a robust offering of programs, services, and operations that significantly contributes to Western’s best student experience.

We own and operate two restaurants, and a clothing retail store; we facilitate the undergraduate health and dental plan, the student transit pass, and the late night shuttle busses; we run major events including Western’s Orientation Program (OWeek), the Purple Concert Series, and Beer Fest; we provide peer support through a comprehensive network, the Peer Support Centre, and our on-campus Food Bank; and at our core, we are an advocacy organization, representing the voices of Western undergraduate students to the university and all levels of government.

Our organization is led by a team of six student executives who work full-time on one-year terms. With the endorsement of the USC’s 46 student councillors and the support of the USC’s eight student directors, the student executive directs all activities of the USC.

The USC offers a dynamic and exciting work environment and an unparalleled place to grow professionally and as a person. With generous benefits, extensive professional development opportunities, and a highly supportive work culture, we pride ourselves on being a great place to develop and contribute to a meaningful cause. Our ambitious and energetic student leaders inspire our full-time staff to work passionately and collaboratively to achieve our mission and vision: to enhance the educational experience and quality of life for all undergraduates at Western and that students have the power to change the world. Our core values dictate that we are democratic, inclusive, student-led, accountable to our students, and operate with integrity.

About the Department

The USC’s communications department exists to lead the organization’s communications, issues management, media relations, marketing, and branding initiatives, ensuring alignment with the strategic plan and the political priorities of the student executive. The primary role of staff and student leaders in the portfolio is to promote, protect, and enhance the reputation of the USC and its people. We aim to ensure that students know who we are, understand what we do, and appreciate the value we bring to Western’s campus.

The USC’s communications department is responsible for proactively building brand awareness, recognition, and trust with our students while protecting our reputation by identifying potential issues and developing an appropriate response. Our goal is to communicate effectively through branding and marketing strategies to help students feel connected to the USC and enhance the experience of Western undergraduate students. Our most successful communications are planned, flexible, and delivered on intentional objectives.
The communications team utilizes several strategies to achieve its goals, including social media, email marketing, sponsor and influencer collaborations, testimonials, paid and organic digital and print advertising, contesting and student engagement, earned media, brand journalism, and more.

Historically, coordinating our communications across the organization to effectively tell students' our story has been challenging. Recognizing the need to do better, our team has made a strategic decision to invest and grow by creating a new Communications Department dedicated to achieving our communications goals.

Most importantly, our team values authenticity in all of our communications; we believe that how we communicate plays an integral role in demonstrating our commitment to our core values, making the function of communications a critical priority in the organization.

POSITION SUMMARY
Coordinate and execute graphic design projects for all University Students’ Council activities.

Job Title: Graphic Designer
Immediate Supervisor: Creative Manager

Division/Department: Communications
Grading: Band 6

Effective Date: July 2022

POSITION RESPONSIBILITIES

1. Operational

- Organize, prioritize, and execute all graphic design and creative projects.
- Monitor work progress, maintain project quality, remain within the scope and on track, and within budget on projects.
- Design digital graphic materials including but not limited to logos, visual identity brand guides, social media content, web assets, website wireframes, iconography, illustrations, document layouts, email marketing templates, infographics, and advertisements.
- Create print-ready products, including but not limited to posters, flyers, rave cards, restaurant menus, advertisements, banners, billboards, business cards, brochures, environmental signage, murals, annual reports, and long-form publications.
- Motion graphic experience is an asset in developing graphics, including but not limited to title sequences, end credits, advertisements, animated logos, presentations, promotional videos, tutorials, banners, stickers, and GIFs.
- Resolve system failures, software conflicts, storage and archiving issues, and other operating situations by consulting with technical support personnel as required.
2. Customer Service

- Provide design consultation services to the internal clientele and departments.
- Advise clients on timelines, deadlines, and the design and layout of projects.
- Offer recommendations about printing services and establish cost estimates.

3. Supervision

- Assist graphic design interns with projects and monitor their development and output.
- Conduct design-related training and orientation of the department’s interns.
- Collaborate and brainstorm creative concepts and ideas with part-time staff and interns.
- Assign and coordinate work to part-time staff and graphic design interns.
- Act as a mentor and creative resource to the department’s interns.

4. Financial

- Source quotes and track work orders for print and production projects.
- Liaise with clients regarding their project budgets and record all submitted orders.

Other responsibilities as assigned by the Creative Manager

REPORTS TO
Creative Manager

EDUCATION
A degree or diploma in Graphic Design, Art, Fine Arts, Marketing, or Multimedia Design, with a strong emphasis on digital marketing, advertising, and print graphic design.

EXPERIENCE

- Excellent working knowledge in the following areas (3–5 years experience):
  - Adobe Illustrator
  - Adobe Photoshop
  - Adobe InDesign
  - Adobe Lightroom
  - Procreate
  - Canva
  - Adobe After Effects and Adobe Dreamweaver are assets.
- Possesses a complete working understanding of the design to print process.
- Readily adapts to new developments in graphic design and industry software.
- Utilizes problem-solving skills to develop client relationships and during project work.
- Excellent communication, presentation, and interpersonal skills.
- Capable of translating client needs and ideas into professional, appealing, modern, and brand-appropriate graphic materials based on the provided information and vision.
- Willingness and ability to take direction and implement constructive critiques by managing multiple revisions throughout a project’s lifetime.
- Ability to work independently, meet tight deadlines, and work well under pressure.
- Strong organizational skills with the capacity to prioritize and multitask.

  *May use an equivalent combination of education and experience.*

**OTHER CONSIDERATIONS & SKILLS**
Organizational skills, ability to self-motivate, implement new technologies, experience with project management software (Trello, Google Suite) and a willingness for continuous learning.

**WORKING CONDITIONS**
Frequent sitting and/or standing at a computer for extended periods with occasional light lifting.