



POSITION VACANCY

Call Number:	2021 - 53
Position:	Graphic Designer
Type of Vacancy:	Permanent
Work Schedule (hours & days):	Monday to Friday (35 hour work week)
2021 Salary Range:	\$60,012 to \$75,015
Date Posted:	October 1, 2021
Closing Date:	October 20, 2021 at 4:30 p.m.

Full details on this position is attached. To apply, please submit your cover letter and resume at www.niagarafalls.ca (**Careers and Employment**). Applications must be submitted online and will be accepted until 4:30 p.m. on **Wednesday, October 20, 2021**.

To help reduce the risk of COVID-19 transmission, the City of Niagara Falls implemented a Vaccination policy whereby all new hires as a condition of being hired are to provide proof of full vaccination, or provide proof of a bona fide medical or Human Rights Code exemption on a form issued from and approved by the City of Niagara Falls.

The City of Niagara Falls is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environments. Upon request, the City will accommodate the accessibility needs of applicants under the Ontario Human Rights Code and *Accessibility for Ontarians with Disabilities Act (AODA)* throughout all stages of the recruitment, selection, and interview process. Personal information is collected under the authority of *The Municipal Act* and will only be used to determine suitability for this position. We thank all applicants for their interest, but only those advancing through the selection process will be contacted.

Human Resources

Attachment

CITY OF NIAGARA FALLS

POSITION DESCRIPTION Executive Office

This description reflects the general details considered necessary to describe the principle functions of the position identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in such classification.

POSITION TITLE: Graphic Designer

POSITION SUMMARY: The Graphic Designer is responsible for the provision of high quality graphic design advice and service across the organization to enhance the professional image and reputation of the City of Niagara Falls and its operations, and promote our programs and services.

RESPONSIBLE TO: Manager of Communications and Corporate Initiatives

RESPONSIBLE FOR:

1. Design print and digital creative to support communications, marketing and special projects across the Corporation, in order to raise the profile of the City's programs and services.
2. Identify design solutions and produce high quality print and electronic graphic design and artwork for a wide range of marketing and communications projects including, but not limited to, promotional and advertising materials, signage, logos, event collateral, online & social media content, print ads for local newspaper, brochures, and promotional merchandise.
3. Support graphic design needs for divisions across the Corporation, collaborating with staff to determine project goals, objectives and elements, time tables, and priorities.
4. Ensure all publications produced by the division are to the highest visual design standards, meet technical specifications and industry professional standards, and effectively and appropriately communicate with the Niagara Falls community.
5. Positively influence the organization's corporate image through the redevelopment of corporate style guidelines, procedures and supporting materials such as templates and guidelines. Create brand and sub-brand template suites and guidelines to cater for the organization's needs and update as necessary.
6. Develop strategies and implement processes to monitor internal and external adherence to our corporate brand guidelines.
7. Co-ordinate and control external services required in the production and reproduction of material (printers, etc.).
8. Continually review processes and systems to ensure the ongoing efficiency of the graphic design service.

9. Establish and maintain positive relationships with vendors, suppliers and internal/external customers.
10. Develop and maintain a departmental bank of visual and graphic images.
11. Attend or conduct photo shoots to provide art direction and/or assistance when needed.
12. Make recommendations regarding the development of and inclusions in policies, processes and guidelines related to graphic design and the corporate brand.
13. Provide high quality customer service to both internal and external customers.
14. Produce accessible products that meet the Accessibility for Ontarians with Disabilities Act (AODA), World Wide Web Consortium Level AA and city accessibility standards.
15. Stay abreast of emerging trends in visual design.

POSITION REQUIREMENTS:

Degree/diploma in Graphic Design, Multimedia, Web Design, or a related field.

Two to four years of professional graphic experience providing design and digital media services, preferably in a communications and/or marketing environment.

Advanced experience using InDesign, Illustrator, Photoshop and Adobe Premier, Adobe After Effects or Adobe Audition, and NCH Wavepad, and/or other video and audio editing software.
Experience using a variety of web software including HTML editing software.

Experience with operating a digital SLR camera and digital video camera.

Advanced knowledge of printing processes and preparing and delivering press ready files.

Extensive knowledge of the Accessibility for Ontarians with Disabilities Act graphic design standards (colours, PDF's and type size).

Registered Graphic Designers designation is an asset.

Created: July 25, 2021