JOB DESCRIPTION

TITLE OF POSITION: Graphic Designer (6-Month Temporary)

POSITION #:   CO-063

GROUP/UNIT: Communications

REPORTS TO: Communications Program Manager

PRIMARY PURPOSE

Through its services and products, CCOHS advances health and safety in Canadian workplaces, and the physical and mental well-being of workers in Canada.

The Communications Department provides a comprehensive communications service for CCOHS that includes promoting workplace health and safety in Canada; CCOHS and its profile in Canadian workplace health and safety; stakeholder relations and CCOHS products and services.

The Graphic Designer is responsible for, and supports these efforts by:

- developing creative, professional, responsive and engaging designs delivered across multiple devices, platforms and devices;

- creating custom graphics, images and animations for print and electronic assets (e-courses, publications, social media); and

- designing and producing: marketing and promotional materials (pins, posters), print and electronic assets (infographics), video presentations; images and web pages/portals.

	DUTIES	% of TIME
1.	**Print: Design, Layout, and Procurement** Design and layout of print assets such as pocket guides, posters, stationary, marketing assets, business cards, and other publications. Coordinate production of materials; perform all prepress required for the successful printing of material; obtain quotes on print jobs and select best vendor. Complete paperwork necessary for purchasing; review press proofs prior to final production and confirm work orders with printers. Quality assure jobs upon delivery.	30%

2.	**Images and illustrations** Create engaging, custom images, and illustrations used in CCOHS electronic products and services such as OSH Answers, e-courses, e-newsletters, marketing campaigns, CCOHS websites and all of CCOHS' social media platforms. Have all creations peer reviewed for health and safety and appropriateness. Maintain brand attributes and imaging.	40%
3.	**Video and Animations** Using video editing and animation software, create animations (gifs) and videos for web placement and social marketing campaigns.	15%
4.	**Web Design** Design web pages and portals, considering form and navigation. Convert documents and prepares graphic elements for use on the CCOHS website.	
5.	Format PowerPoint presentations and other materials, ensuring appropriate CCOHS branding is reflected.	
6.	Ensure that all designs and outputs meet print and web accessibility guidelines.	5%
7.	The incumbent participates in service unit activities as assigned toward achieving objectives of the service unit.	5%
8.	Other related duties as required.	5%

NATURE AND SCOPE OF POSITION

The position reports to the Communications Program Manager in the Communications Department and is a member of a multidisciplinary team which provides communications and marketing services; graphic, web and app design; and illustration and multi-media services to all service units within CCOHS.

The incumbent works closely with members of the Communications Department, Education Services Unit, managers, and other staff on a regular basis and with project teams to exchange information, prepare recommendations and provide creative support and guidance.

The graphic designer also liaises with external suppliers such as printers and software providers to negotiate pricing and production and for problem solving.

The incumbent participates in the planning of the service unit or team activities to ensure that they play an active part in achieving the goals without causing work overload or imposing

conflicting demands, including deadlines. They must adjust to frequently changing priorities and deadlines, and notify their Manager and/or Team Lead should time constraints or other challenges arise that require resolution. The incumbent is accountable for completing work agreed to and assigned in monthly plans and annual business plans.

The incumbent creates custom images and illustrations used in CCOHS electronic and print products and services such as publications, OSH Answers, e-courses, e-newsletters, marketing campaigns and CCOHS' social media platforms as well as animations (gifs) and videos and designs web portals, considering form and navigation.

KNOW HOW

The position requires creativity in conceptualizing content and data to produce visual interpretations (example, with infographics and icons). The incumbent also possesses a thorough knowledge of colour theory, composition, and typography as well as computer illustration methods, design techniques, and printing techniques.

The incumbent has basic knowledge of web design principles (user-centered design), and development (both form and function) such as information architecture, design best practices and standards including accessibility (WCAG2.0).

The incumbent creates animations (gifs) and videos and designs web portals, considering form and navigation. They have video editing skills to achieve desired results in create videos for promotional purposes as well as for social media. Knowledge of a wide range of software is essential in this position, including image editing (Adobe Photoshop), illustration (e.g. Adobe Illustrator) page layout (InDesign), web design (Adobe Experience Designer), animation (Adobe Animate), video editing (Spark), Adobe Creative Cloud, scanning software, asset management (Adobe CC Libraries), PowerPoint and Adobe Acrobat for accessible, functional forms.

The ability to work with text in both official languages (English and French) is essential.

PROBLEM-SOLVING

The incumbent

- researches, develops and recommends best format, form and design to achieve specific communications objectives;

- synthesizes numeric and textual information to create interpretive visuals such as infographics;

- adapts existing, and creates new materials to meet specific client needs, often within short timeframes (for example - converting and adapting images and graphics to be accessible);

- monitors and investigates trends and new approaches in graphics, communications, social media imagery, web design and other communications to help ensure CCOHS is innovating and continuously improving in this area;

- troubleshoots quotes and delivery conflicts to meet client demands (such as selecting best value for printing/rendering under time constraints to meet delivery commitments); and

- reflects the diversity of the population of Canada in all creative they produce.

ACCOUNTABILITY

The incumbent is accountable for the successful performance and continuous improvement of the services within their area of skills and competencies including:

- designing and laying out all CCOHS publications, marketing assets, posters, corporate stationary, etc. and other materials such as buttons and pins, reflecting organizational branding and look and feel;

- ensuring the designs communicate the message and purpose of the piece, adhering to CCOHS' house style and branding, or to end-use specifications;

- coordinating print production to meet established delivery dates, timelines and budget;

- ensuring the finished products meet quality standards;

- ensuring that relevant (printing and purchasing) organizational/governmental policies and processes are followed and required paperwork is prepared and submitted to Finance per procedure;

- reflecting the diverse population of Canada, to be inclusive, in all of their visual creations; and

- following web and print accessibility guidelines to ensure that CCOHS materials, images, information and programs and services are available barrier-free to all.

WORKING CONDITIONS

Physical Effort

The incumbent works at the computer for more than 6 hours per day, using the mouse; and there is restricted movement.

Physical Environment

The workstation is set up ergonomically with the appropriate wrist rest and mouse rest. There is risk for RMI due to intensity and duration of work at the computer using a mouse as well as the potential for cuts from Exacto knives, unless safe work procedures outlined are followed. Open

cubicle does not always provide the quiet environment needed for creative development.

Sensory Attention
Concentration is required due to the detailed, creative nature of the work (technical illustration, typography, text editing, etc.).

Mental Stress
The incumbent works on multiple projects at a time, with competing deadlines (often across several service units) that may use varied skills and knowledge; priorities are set by others.

SPECIFICATIONS
- Post-secondary education in graphic and/ or web design.
- At least two years' experience designing informational assets such as brochures, infographics, social media imagery and/or websites. Knowledge of colour theory, composition, and typography.
- Basic knowledge of web design and development (both form and function) and design fundamentals such as user-centred design, information architecture, design best practices and standards including WCAG2.0.
- Proficiency in Adobe Creative Suite software including: InDesign, Photoshop, Illustrator, Animate. Adobe Experience Designer (web design), Adobe Acrobat (accessible, functional forms), Adobe Creative Cloud, CC Libraries asset management) and Spark video editing.
- Proficiency in MS Word (accessibility) and PowerPoint.
- Ability to create immersive, engaging content using a variety of methods and tools is required.
- Photography, illustration, video skills and editing are required, as well as a good understanding of current digital tools, trends and equipment.
- Extensive knowledge of accessibility requirements (web, print and PDF) is required.
- Thorough knowledge in developing creative, professional, responsive and engaging designs delivered across multiple devices and platforms and devices.
- Technical skills for design, print, web production and motion graphics for web /mobile devices.
- Keen attention to detail, accuracy, quality assurance, proofreading and troubleshooting and ability to organize jobs, work closely with others and communicate effectively is required.
- The ability to work with content in official languages (English, French) is essential.