JOB DESCRIPTION

TITLE OF POSITION: Digital Designer (1-Year Temporary)

POSITION #:   CO-104

DEPARTMENT: 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 Digital Designer is responsible for, and supports these efforts by:

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

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

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

	DUTIES	% of TIME
1.	**Web Design** Design web and mobile pages and portals, considering form and navigation. Convert documents and prepare graphic elements for use on the CCOHS website.	30%

	DUTIES	% of TIME
2.	**Images and illustrations** Create engaging, custom images and illustrations used in CCOHS electronic products and services such as OSH Answers fact sheets, e-courses, e-newsletters, marketing campaigns, PowerPoint presentations, 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.	25%
3.	**Video, Animations and Interactive Multimedia** Using video editing and animation software, create animations (gifs), videos and interactive multimedia for web placement and social marketing campaigns.	20%
4.	**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 assures jobs upon delivery.	15%
5.	Ensure that all designs and outputs meet print and web accessibility guidelines.	5%
6.	The incumbent participates in department activities as assigned toward achieving objectives of the department.	5%

NATURE AND SCOPE OF POSITION

The position reports to the Communications Program Manager 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, IT Services, Education Services, managers, and other staff on a regular basis and with project teams to exchange information, prepare recommendations and provide creative support and guidance.

The position 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 department 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 Supervisor 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 products and services such as OSH Answers, e-courses, e-newsletters, marketing campaigns and all of 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, printing techniques, and interactive multimedia environments using industry best practices for interface design and interactive programming.

The incumbent has strong 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 and mobile apps, 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 content 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, programs and services are available barrier-free to all.

WORKING CONDITIONS

Physical Effort:
The employee works at a computer (keyboarding and mousing to read and reply to e-mail, prepare reports, review information, etc.) for the majority of the workday. The work is interspersed with non-computer-based activity, such as reading, thinking, proof-reading, photocopying, filing. The employee has some control over the workload and can get up, stretch, and walk on a regular basis. Some stooping and lifting (or handling of light material) may be required.

Physical Environment:
The employee works at a desk and/or a computer workstation with a keyboard and a mouse for the majority of the workday. The workstation and desk are ergonomically set up, with a wrist rest, mouse rest, document holder, task lamp, as required. The lighting meets standards and there are adjustable blinds on the windows as required. The building environmental controls meet general office requirements. 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:

The position requires concentration to compose, research, prepare various documents, proof-read, quality assure, read routine information, communicate with others via e-mail, search for information and listening to others carefully to understand and resolve issues. Concentration is required due to the detailed, creative nature of the work (technical illustration, typography, text editing, etc.).

Mental Stress:

There are priorities and deadlines which need to be met on a regular basis. There are interruptions from colleagues, manager or telephone calls. The employee has some control over the pace of work. There is a requirement for regular client and staff contact, numerous shifting and competing priorities and the consequence of missed deadlines or errors. 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, media, and/ or web design.

- At least two years' experience designing informational /interactive 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 WCAG 2.0.

- 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.
- Ability to communicate in both official languages is desirable.