JOB DESCRIPTION

JOB TITLE: Graphic Designer

JOB LOCATION: Kwayaciiwin Education Resource Centre, Sioux Lookout, ON

SUPERVISION RECEIVED:

SUPERVISION GIVEN: Conducted by the Production and Publishing Coordinator as per KERC

policy

DATE OF THIS UPDATE: January 2021

SALARY RANGE: $40,000 - $65,000

Accountability

The Graphic Designer is administratively responsible to the Production and Publishing

Coordinator.

Job Summary

The Graphic Designer takes direction given by the Production and Publishing Coordinator or assigned supervisor and is responsible for implementing the Kwayaciiwin brand into the design and layout of books, resources, curriculum, in-class learning tools and other materials, using an intimate understanding of industry-standard design principles, software, hardware and techniques to support communities, and fee for service clients.

Responsibilities:

• Study design briefs/notes and determine requirements for specific job

• Follow a production schedule to complete projects and work within timing and budget constraints

• Conceptualize visuals based on requirements for projects

• Prepare rough drafts and present ideas to clients, communities, teachers, specialist, Creative Lead and other workers

• Develop illustrations, logos and other designs using creative software

• Use the appropriate colors and layouts for each graphic and design

• Work with Print Production and Publishing Coordinator, Communications Coordinator, Language and Culture Coordinator, Creative Lead, Language Specialists, Artist/Illustrator, Co-op students and FN community school teachers to produce final design, resource, curriculum or product

• Test graphics across various media

• Amend designs after feedback

• Ensure final graphics and layouts are visually appealing and on-brand

• Fill community and client requests and orders as needed and as requested by managers

• Quote/Invoice for all work produced (communities will not be billed but orders will be tracked) by KERC

• Work independently and as part of a productive, creative, fast paced production team

• Print a variety of jobs, books styles and resources as per our catalogue and library using the xerox versant 180 printers and Epson 9900 printer

• Finishing work -- cropping, cutting, mounting and coil binding

• Perfect binder usage and applications

• Apply working knowledge of design principles and proper use and implementation concerning internal, client and community work

• Research and implement new techniques, illustration and design styles as per changing industry standards

Qualifications

• Post-secondary degree/diploma in graphic design or media arts

• Knowledge of design principles, techniques and expertise

• Knowledge of Adobe Creative Cloud programs such as InDesign, Illustrator and Photoshop

• Working knowledge of production house practices and production grade printing equipment

• Self-motivated, organized, able to lead a team of professional creative and production staff

• Years of experience creating resources/marketing/advertising materials developed from a client’s/supervisor’s vision specific to the required platform produced on time and within budget

• Understanding and past experience creating integrated content and designs across all marketing channels from digital, social media, paid media, mobile, but also understand offline and print

• Proven experience with concept development

• Highly skilled team player in a team of creative talent

• Strong creative vision and implementation