

JOB DESCRIPTION

GRAPHIC DESIGN DEPARTMENT MANAGER / ART DIRECTOR

GRAPHIC DESIGN DEPARTMENT

UNIVERSITY OF VICTORIA STUDENTS' SOCIETY

FUNCTION:

1. Manages the high-volume, production-focussed UVSS Graphic Design Department and its staff:
 - a. Directs all aspects of graphic design for the UVSS including web, social media, photography, videography, and print.
 - b. Develops branding and marketing strategies and promotional and operational content/collateral for the Board of Directors, business units, administrative operations (cost centres), and affiliated groups.
 - c. Ensures service, maintenance, and upgrades of technical equipment.

ORGANIZATIONAL RELATIONSHIP:

1. Reports and is responsible to the Executive Director.

ORGANIZATIONAL BACKGROUND:

1. Founded in 1964, the University of Victoria Students' Society (UVSS) is an incorporated membership based non-profit that is autonomous from the University and provides advocacy, services and events to all undergraduate students at UVic.

DUTIES:

CREATIVE DEVELOPMENT

1. Coordinates workflow between members of project teams and Graphic Design Department staff.
2. Ensures clear communication of project requirements and reviews specifications and expectations with clients.
3. Coordinates proofing of work for clients.
4. Engages in concept development, production, project management and distribution/installation of professional, high-quality, creative graphic design optimized for print, digital/social media, and promotional products.
5. Provides creative direction and expertise to department managers, the Board of Directors, and communications staff for all aspects related to promotions and content generation.
6. Functions as on-demand photographer and videographer. Captures and retouches photographic, video and audio assets, including but not limited to targeted events, specials, promotions, and day-to-day documentation.
7. Edits and adds copy for ads and collateral as needed.
8. Assesses project requests/work orders and ensures that all information required for the successful completion of the project is supplied and accurate.
9. Keeps up to date with design industry standards and researches trends in graphic design, social media, photography, video, and print.
10. Sources materials and resources as needed to support creative projects.
11. Liaises with external companies to update POS system images for the food outlets.

12. Ensures that requests align with policies and brand guidelines and are sensitive, appropriate, and accessible.

DIGITAL STRATEGY

13. Designs, develops, and maintains the UVSS and business unit websites.
14. Liaises with internet service providers and web hosting companies.
15. Provides advice and support to department managers, the Board of Directors and communications staff for all aspects related to web and social media promotions and content generation.
16. Monitors website analytics and social media metrics. Uses data to provide strategic advice to Marketing Planning & Advisory Group (MPAG) in order to improve web development and social media management.
17. Provides social media management support to the business units. Provides support to the Board of Directors as needed.
18. Ensures that UVSS websites and social media accounts are accessible and intuitive for all users, including those with disabilities.
19. Keeps up to date with trends in digital communications technology and media, and related communications industries.

MARKETING PROJECT MANAGEMENT

20. Provides creative direction and expertise to department managers and communications staff to improve marketing and communications at UVSS.
21. Develops annual and multi-year marketing and project plans for the Board of Directors and business unit managers, in collaboration with the Research & Communications Manager, Director of Finance and Operations, Executive Director, and General Manager.
22. Works with the Board of Directors, communications staff, business unit managers, and MPAG members to determine budgets and project timelines, status, and milestones.
23. Develops cross-departmental marketing and communications initiatives, in collaboration with business unit managers and MPAG.
24. Ensures that design and messaging meets UVSS brand guidelines and objectives.
25. Conducts market research to understand audience needs, attitudes and behaviours, competitor products and strategies, and short and long-term marketing trends, in collaboration with business unit managers and MPAG
26. Develops target audience profiles and effective strategies to market to them.
27. Plans advertising throughout the year with business unit managers, the Board of Directors, communications staff, and external ad representatives.
28. Maintains a positive working relationship with UVic in order to procure marketing opportunities for the UVSS.

BRAND STRATEGY & MANAGEMENT

29. Develops new branding and incorporates into branding/creative briefs.
30. Develops a marketing and advertising strategy that synthesizes new technology and processes and removes out-of-date systems.
31. Maintains and develops the branding, marketing, visibility, signage, and menu materials for business units, Board of Directors, and administrative operations.
32. Supports affiliated groups in targeted initiatives, as directed.

ADMINISTRATION

33. Trains, schedules, supervises, and evaluates the Graphic Designer-Digital Projects Coordinator, Office Assistant, and UVic Work Study.
34. Makes recommendations to the Executive Director on the hiring, firing, and discipline of Graphic Design Department staff.
35. Develops and maintains a work order time management system for work scheduling and production.
36. Researches and recommends all software, equipment and supplies required by the Graphic Design Department.
37. Maintains, trouble-shoots, and services technical equipment.
38. Manages 4+ TB of data resources. Maintains and updates data-storage systems, including archiving past materials and assets in a coherent and accessible system.
39. Assists the Executive Director in development of the department's annual operating budget and has input on capital requests.
40. Reviews monthly general ledger and income statements, and reports any issues or discrepancies.
41. Manages development and production of ongoing publications.
42. Assists the UVSS Steelworkers in the development of pertinent staff materials.
43. Other related duties as assigned by the Executive Director.

QUALIFICATIONS:

1. Degree or diploma in graphic design, web design, or an equivalent combination of education, training, and experience.
2. Minimum three (3) years' working experience as a graphic designer or in a related field. Five (5) years' experience preferred.
3. Minimum two (2) years' experience in budgeting and financial management.
4. Minimum two (2) years' experience in staff supervision.
5. Demonstrated experience with the functions and processes of a visual communications/marketing based organization or department.
6. Advanced skills using Adobe Creative Suite/Cloud software applications.
7. Proven graphic design and web design skills, including proven knowledge of typography, pantones, and paperstocks.
8. Demonstrated ability to translate diverse design briefs into aesthetically pleasing and appropriate physical product.
9. Demonstrated experience with Macintosh OS.
10. Demonstrated advanced skills in digital image editing.
11. Demonstrated ability in videography, audio and video editing, and motion graphics.
12. Demonstrated knowledge of printing processes and digital print production.
13. Demonstrated knowledge of the principles and application of web design and coding standards, as well as experiences with content management systems.
14. Demonstrated ability in social media management.
15. Demonstrated willingness to learn new technologies and skills as necessary.
16. Demonstrated organizational abilities.
17. Demonstrated strong interpersonal skills and a commitment to a high standard customer service to ensure a stable, productive and respectful work environment.
18. Demonstrated understanding of social justice issues.

19. Demonstrated ability to work independently as well as part of a team.
20. Demonstrated ability to be flexible under stress and to deal with difficult situations and deadlines.
21. Demonstrated ability to produce original, creative, high-quality graphic designs.
22. Writing and editing experience preferred.

This is a permanent job filled by a full employee, and is a unionized position with the United Steelworkers. The University of Victoria Students' Society is an equal opportunity employer.