



JOB DESCRIPTION

POSITION	Graphic Designer	DEPARTMENT	Marketing & Comm.
CLASSIFICATION	Manager	PAY RANGE	
REPORTING STRUCTURE			
POSITION REPORTS TO:	Senior Manager, Creative Services		
STATUS	Full-Time, Permanent		
LOCATION	Canada		

POSITION PURPOSE

Reporting directly to the Senior Manager, Creative Services, the Graphic Designer will be responsible for creating marketing assets across multiple channels, for a variety of stakeholders that encompass our overall brand. The Designer will understand the use of visual imagery to communicate ideas and can translate concepts into creative assets to capture consumer interest. This role requires the ability to work in a fast-paced environment both individually and as part of a team.

ESSENTIAL FUNCTIONS AND BASIC DUTIES OF POSITION

- Create visual communications solutions to convey messages and achieve business results in an effective and aesthetically pleasing manner
- Create and design a variety of print, digital and social media projects through print materials, logos, signage & pageantry, digital advertisements, social content and other communication materials to support the work of various departments, such as, but not limited to; International and National Events & Teams, Grassroots/Community Hockey, Sponsors/Business Development Programs, Hockey Canada Foundation etc.
- Meet with departments to gain an understanding of their design needs and the target audience. Create or incorporate illustrations, pictures, and designs to reflect the desired audience, theme and tone of the communications. Graphic projects include, but not limited to; event marketing & pageantry, brand materials, logo creation, posters, ticketing collateral, social media graphics, coaching/operational manuals etc
- Ability to manage multiple projects in a fast-paced environment with excellent communication skills, high energy and attention to detail
- Produce drafts for review by end-user and make revisions based on the feedback received
- Ensure final graphics and layouts are visually appealing, on-brand, free of errors and reflect end user specifications
- Update job knowledge by participating in conferences and educational opportunities; reading professional publications, maintaining personal networks, participating in professional organizations
- Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments

HOCKEY CANADA COMPETENCIES

- Establish awareness how role contributes to the overall organization and seeks to understand other departments
- Earn others' trust and respect through consistent honesty and professionalism in all interactions
- Take personal responsibility for the quality and timeliness of work and professional presence, and achieves results with little oversight

- Promote cooperation and commitment within a team to achieve goals and objectives
- Use a broad range of communication techniques effectively to communicate to varying audiences in a variety of situations
- Adapt to changing needs, conditions and work responsibilities
- Make timely, informed decisions that take into account the best practices, the facts, goals, constraints and risks
- Focus on results and desired outcomes and how best to achieve them - get the job done!
- Follow fiscal guidelines, regulations, principles, and standards when committing fiscal resources or processing financial transactions
- Display an ongoing commitment to learning and self-improvement
- Work as competent member of a team, willingly providing back up support for colleagues when appropriate, as delegated and actively supporting group goals

PERFORMANCE MEASURES

- Level of passion, drive and ambition as well as standards of quality, commitment and expertise which are consistent with Hockey Canada's culture
- Personal characteristics and nature in the office are a match with Hockey Canada's culture
- Ability to work solitarily or remotely with appropriate independence and right amount of team reliance and collaboration

QUALIFICATIONS

- Degree or Diploma in Art & Design, Fine Arts, Graphic Design, Visual Communications or equivalent
- Minimum 5 years of work experience as a graphic designer, preferably in a sports environment
- Excellent knowledge Adobe Creative Suite, specifically of page layout and design programs which include Adobe InDesign, Adobe Photoshop, Adobe Illustrator
- Knowledge of typography, colour theory, illustration and best practice design for social media platforms
- A creative flair and strong ability to translate requirements into design including the ability to confer advice and suggestions from end-users and understand what *they* want
- A keen eye for aesthetics and details
- Ability to provide a strong design portfolio
- An understanding and familiarity with digital design production, and experience working with photography & videography considered an asset
- Solid knowledge of the print production process, planning and timeline management
- Respect and appreciate the level of public ownership and passion for the Hockey Canada brand, and represent this as an ambassador for the brand both personally and professionally
- Excellent interpersonal skills; promotes cooperation and commitment within a team to achieve goals and objectives
- Takes pride in work and project ownership, dedicated to producing world class designs
- Demonstrated communication skills; ability to use a broad range of communication techniques to effectively communicate to varying audiences in a variety of situations
- Exceptional organizational and time management skills; ability to balance conflicting priorities in order to manage workflow, ensure the completion of essential projects and meet deadlines
- High level of integrity; earns others' trust and respect through consistent honesty and professionalism in all interactions
- Takes constructive criticism well and can adapt to changing needs, conditions and work responsibilities
- Demonstrated high level of proficiency in Microsoft Programs, Outlook and ability to quickly adapt to new technology and easily acquire new technical skills
- Bilingualism (English/French) is an asset
- Satisfactory Criminal Record Check including Vulnerable Sector Verification

WORKING CONDITIONS

- Travel requirements are moderate and will be reviewed post Covid-19
- Work Staggered hours, evenings and weekends as necessary