

**A. Position**

Job Title	Graphic Designer
Supervisor	Creative Director
Status	full-time, permanent

**B. Context statement**

Aasman (AAS) is a full-service marketing and communications agency providing integrated communications solutions of all kinds to our clients. From brand development and communication strategy to marketing campaigns, website development, and communication materials including print, digital and display.

Our in-house services encompass the full range of agency activities, including strategic planning, project management, media planning and placement, creative development, content generation, production, impact measurement and analysis. We work with freelance writers, photographers, videographers and other content providers on an as-needed basis. On larger projects, we partner with market research consultants and member agencies of our Trans-Canada Advertising Agency Network.

**C. Job Summary**

As the graphic designer, you will work as an integral member of a three to six-member team of project managers and creative strategists. You will perform creative concept and creative design tasks focused on implementing communication strategies. Reporting to the Creative Director, you will work on a variety of projects that include digital marketing campaigns, brand identity systems, print materials, displays, packaging and other promotional pieces. Working on the creative team, you will help develop ideas and build concepts into client-facing presentations. The ideal candidate has experience working on digital marketing materials as well as print production; experience adhering to brand standards; some experience with motion design and/or user interface (UI) design.

**D. Main Duties****1. Creative Development**

The designer develops creative concepts through development and presentation stages to final files by:

- understanding each project's brief and developing solutions to align with it;
- participating with a writer in developing creative concepts;
- providing and receiving creative critique and direction within the project team;
- knowledge of typography essentials;
- working within defined specs of each product, and in some cases developing specs;
- developing digital-, hand- or AI-rendered concepts through rough ideas to final files;
- adhering to the time, budget and scheduling outlined for each project;
- stay updated on industry trends and best practices to continuously improve design output.

**2. Production Development**

The designer will take projects through the design process to final approved designs, resulting in technically competent files ready for print or digital publishing:

- using Macintosh computer systems, scanners, printers and related software programs including the Adobe Suite to create working and final materials;
- employing industry standards for all digital file formats;
- managing and safeguarding project records, electronic files, client materials and data;
- adhering to AAS practices for filing;
- preparing presentations to the project team and the client;

### 3. Related duties

Other related duties of the graphic designer include:

- meeting with clients to review work in progress;
- taking a leading role on concept development, when required;
- managing and recording time and communicating project status for work assigned with the team;
- review of printer proofs;
- participating in office maintenance duties including: uploading working files for archiving upon conclusion of a project; maintaining sample files and resources of the studio library.

## E. Job Knowledge and Skills

### 1. Design Skills

- comprehensive theoretical knowledge of graphic design aims, processes and practices, as evidenced by a degree/diploma from a recognized institution and or a strong portfolio showcasing a range of design projects across different mediums;
- comprehensive working knowledge of the graphic design industry;
- comprehensive knowledge of printing industry practices and processes – printing techniques, quality standards, production/proofing processes;
- working knowledge of social media platforms where digital advertising will be implemented.

### 2. Technical Skills

- full graphic design working knowledge of Macintosh computer operating system and related software;
- ability to work with major graphic design software applications including Adobe InDesign, Adobe Illustrator and Adobe Photoshop; and

### 3. Management Skills

- good workflow management skills
- ability to communicate clearly and effectively, orally and in writing, in English
- ability to make effective presentations of concepts and comprehensive designs

### 4. Interpersonal Skills

- ability and desire to work as a member of a team
- ability to maintain confidentiality
- conflict resolution skills

### 5. Desired but not mandatory skills

- knowledge or abilities in motion design;
- knowledge or abilities in User interface (UI) design;
- illustration or other fine art abilities;
- interest or abilities in photography, video and video compositing and editing;
- knowledge or abilities in user experience (UX) design and programming;
- ability to read, write and speak a second language.