



**United Way  
Centraide**  
Prescott-Russell, Ottawa,  
Lanark & Renfrew Counties

**100% LOCAL**

**Share our passion for helping others and work with talented, dedicated people.**

Would you like to work with community leaders to improve people's lives and make a positive impact in our city? Do you share a commitment to making Ottawa a better place in which to live, work and play? In a vibrant, diverse and family-friendly workplace, join us in a common desire to bring people and resources together to build a strong, healthy, safe community for all.

## **Officer, Graphic Design and Coordination of Creative Work**

**Competition #: 2019-01**

**Posting Period: January 2 – 16, 2019**

**Department:** Marketing & Communications

**Unit:** Marketing

**Position Status:** Permanent, Full-time

### **Position Summary:**

United Way is looking for a graphic designer to contribute to our newsroom-style marketing and communications shop. A talented designer with a passion for using their creative production skills to Do Good, the successful candidate will be an integral part of our team.

In this role you will contribute to the success of United Way Ottawa's marketing, communications and fundraising objectives. You will do this by creating a broad range of content that creatively expresses not only the mission, vision and values of our organization but most importantly engages the target audience and inspires them to take action.

You have a commitment to putting out inspiring work. In this role you will use your design skills in many different ways including ads and social content, direct mail, corporate reports, out-of-home ads, creating the brand for a new fundraising campaign, guiding the look and feel of a GenNext event and more.

You also have other creative skills you're interested in developing while at United Way Ottawa, such as photography or video editing. All in all, you are committed to delivering work on brand, on time, and on budget – with exacting quality standards.

The Officer, Graphic Design will report to the Senior Director, Marketing and Communications, and collaborate with our Manager, Design and Creative Development as well as the rest of our dynamic team of communications and marketing professionals.

A complete job description is available upon request at [employment@unitedwayottawa.ca](mailto:employment@unitedwayottawa.ca)

### **Responsibilities:**

- From conception to creation to approval - develop collateral as assigned by the Senior Director, Marketing and Communications
- Develop on-brand graphic materials for print, exhibit, digital and other media
- Contribute to the creative development of brand awareness and fundraising campaigns
- Seek and introduce innovation in creative design, marketing/advertising and content/storytelling practices

- Work with external suppliers and other stakeholders such as printers, local artists, partners from other United Ways
- Contribute to a variety of creative and marketing projects that bring together multiple team members from across the organization, and many diverse stakeholders in the community

**Qualifications:**

- Post-secondary education in graphic design, or equivalent experience
- Demonstrated track record (portfolio) of creative and graphic design innovation
- Experience with a variety of digital marketing toolsets: the Adobe Creative Suite, Wordpress etc.
- Strong project management skills, able to juggle multiple priorities
- Highly detail-oriented, with excellent oral and written communications
- A creative team-mate; thrives when developing campaigns collaboratively, but works well at independently managing tasks
- A passion for learning new skills and advancing the ones that you already have
- A commitment to staying on top of design, content marketing and fundraising trends
- 3+ years working or volunteering in a similar role

**Bonus points:**

- Experience in a newsroom or PR agency
- A demonstrated interest in your community – whether through past work in non-profit, volunteerism or hobbies

A portfolio of work is required for this application.

**An important note!**

Please know that if your resume is *thisclose* to matching what we're asking for – we encourage you to apply. We recognize that there is a big world of creative, ambitious people out there who want to use their powers for good. If you have a diverse background and feel that your skills and experience make you the perfect person for this job, we want to hear from you.

Interested and qualified candidates are invited to submit a detailed cover letter and a resume indicating their interest in the role in confidence by **January 16<sup>th</sup>, 2019** to [employment@unitedwayottawa.ca](mailto:employment@unitedwayottawa.ca). Please quote the competition number when submitting your resume.

United Way Ottawa encourages qualified candidates from diverse backgrounds, including those who may need accommodation, to apply to join our staff team. Please advise if you require accommodation throughout the recruitment process.

*We thank all applicants for their interest but only those selected for further consideration will be contacted.*