

CITY OF HAMILTON

CITY MANAGER'S OFFICE

(STRATEGIC PARTNERHIPS AND COMMUNICATIONS – LOCATION – 71 MAIN ST. W.)

GRAPHIC DESIGNER

SUMMARY:

Reporting to the Creative Design Lead, the Graphic Designer is responsible for conceptualizing and leading in the development of visually innovative design materials that support internal communications, meaningful community engagement and consistently and clearly communicate the City of Hamilton's brand identity, positioning and messaging through various media outlets (including, but not limited to: print, web, email, social media, presentation materials and marketing campaigns for both internal and external audiences). The Graphic Designer must be a detail-oriented, proactive and collaborative team player with strong branding, artistic, technical and communication skills with a solid understanding of design principles and best practises.

The Graphic Designer will often work on high profile and/or confidential projects and in some cases will involve being on-call for high priority or urgent requests. Additionally, this individual is responsible to ensure all designs and materials created are in compliance with the City of Hamilton's corporate standards as well as AODA standards.

This role contributes to the City's corporate communication strategies that support the vision, mission, values and strategic goals of the City of Hamilton.

GENERAL DUTIES

Generates creative ideas and executes requests for design materials, such as presentations, web graphics, e-blast layouts, marketing collateral, signage, logos, project identifiers, brochures, templates, animated/motion graphics and other as needed, seeing all projects through from concept, production, completion and delivery.

Under direction of the Creative Design Lead, works directly with client to receive project content and scope, interpret the needs of the project, and provide creative solutions that are aligned with client's business priorities and objectives, while at times working within strict time constraints.

Demonstrates a strategic and tactical approach during meetings with clients in order to maximize efficiency and develop effective collaterals that are on brand, on budget and on time. Must be able to communicate design direction and decisions in a way that obtains stakeholder buy-in.

Works collaboratively with members of the Communications and Strategic Initiatives Division, as well as with staff across all City of Hamilton departments, including the Mayor's Office, members of City Council and the Senior Leadership Team.

Actively participates as part of project teams in the conceptualizing, planning and execution of City of Hamilton sub-brands, initiatives, and key promotional campaigns that require design services.

Ensures adherence and compliance to corporate and departmental policies and procedures, branding and AODA standards. Enforces brand identity throughout various applications across the City.

Researches and stays up to date with the latest trends in software, graphic design and visual arts in general.

Consistently applies knowledge of design principles and best practises (such as contrast, balance, emphasis, proportion, hierarchy, repetition, rhythm, pattern, white space, movement, variety and unity).

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Analyzes and extracts data from Word or Excel, transforming raw data into graphically designed charts, tables, dashboards or infographics to ensure clear and concise messaging to the target audience.

Performs complex image editing and manipulation, and generates digital composites, assembling multiple images into a blend or collage with use of software such as Adobe Photoshop.

Serves as subject matter expert in all aspects of creative design. Provides guidance to City staff on campaign tag lines, content hierarchy, and input on appropriate text amount for various visual outlets.

Demonstrates in-depth knowledge of design styles, vector editing, layout techniques, colour theory and application and typography at all times.

Creates complex vector graphics in Adobe Illustrator and designs multi-page document layouts with use of Adobe InDesign.

Utilizes tools such as a graphics tablet to create illustrations and designs.

Works closely and in partnership with colleagues in the City's cartographic, digital, marketing, social media and communications teams to ensure appropriate workflow and efficiency on all tasks.

Presents design work at various stages to the Creative Design Lead and clients for review and final approval. Provides project updates and knows when to escalate and communicate issues or concerns.

Reviews and approves print proofs and participates in quality assurance of all externally printed materials.

Performs on-site photography of City facilities and related imagery needed for a variety of requests.

Identifies, encourages and brainstorms proactive creative design concepts for all City of Hamilton departments.

Aids in the development of procedures and/or strategies that are directly related to Creative Design team and its functions. Assists with organization and management of files to ensure the Creative Design team maximizes operational effectiveness.

Assists with business promotions and paid advertising as required.

Coordinates print and production orders, both through the City's Print/Mail centre or directly through external service providers. Ensures delivery details and logistics are communicated.

Contributes to all visual materials produced within the Communications & Strategic Initiatives Division, including but not limited to social media, marketing materials and video production.

Works with legislated content and must understand and follow the City's confidentiality practices. Must display a high degree of judgment and discretion at all times.

Performs preventative maintenance on specialized tools and equipment, troubleshoots unsupported computer hardware and software.

Works in accordance with the provisions of applicable Health and Safety legislation and all City of Hamilton corporate and departmental policies and procedures related to Occupational Health and Safety.

May be required to work evenings and weekends on an as-needed basis and participate in an on-call rotation.

Perform other duties as assigned which are directly related to the responsibilities of this position.

QUALIFICATIONS

1. Must have knowledge and work-related experience in designing graphic materials normally acquired by the completion of a three-year program at College level, as well as considerable industry working experience (preferably 5 years of industry experience), or an equivalent combination of education and relevant work experience. Considerable, professional and related experience in graphic design field is required. Experience in municipal government is preferred.
2. Demonstrated experience using Adobe Creative Suite with a focus on InDesign, Illustrator and Photoshop.
3. Expert knowledge in a PC environment, using laser printers, large scale plotters.
4. Comprehensive skills in photo acquisition, image enhancement/manipulation and colour correction using Photoshop. Must have a solid understanding of Copyright laws in regard to image use.
5. Strong proficiency with using Word, PowerPoint, Outlook and Excel effectively and creatively.
6. Demonstrated complete understanding of: colour theory, spaces (RGB, CMYK, HEX, Pantone) and relationships, typographic terms, perspective and space relationships, tone and mood of visuals, page composition and grid structures, print production process and knowledge of production techniques.
7. Strong working knowledge of file preparation, including formats, imposition, pre-flight, output (prepress) is required. Solid understanding of paper, vinyl and other material types and their influence on print quality and output.
8. Excellent organizational skills with the ability to process multiple tasks, and expectations of internal and external clients.
9. Excellent customer service skills required; needs to examine to understand customers' graphic design and production needs. Ability to communicate effectively and respectfully with clients about corporate brand standards.
10. Proven ability to work independently, multi-task and deliver a multitude of design and production solutions under fast-paced conditions, concurrent deadlines and changing priorities.
11. High level of artistic skill and creativity, while being able to work collaboratively within a team environment and receive constructive input from the Creative Design Lead and fellow team members.
12. Excellent interpersonal, presentation and communication skills.
13. Maintain knowledge of current industry standards of development concepts, best practices and procedures.
14. Familiar with AODA accessibility standards and guidelines.
15. Good understanding of HTML, CSS and other web languages and software.
16. Must display high degree of judgment, discretion and confidentiality.
17. Experience in photography and photographic process an asset.

THE INCUMBENT SHALL COMPLY WITH ALL HEALTH AND SAFETY POLICIES AND PRACTICES FOR THIS POSITION AND THE WORKPLACE.