

CITY OF HAMILTON

COMMUNITY & EMERGENCY SERVICES DEPARTMENT (RECREATION DIVISION — LOCATION – 28 JAMES ST N.)

DESKTOP PUBLISHER – RECREATION - CUPE 5167

SUMMARY OF DUTIES

Reporting to the Marketing Supervisor. Performs graphic design and administrative duties for the marketing unit of the Recreation Division.

GENERAL DUTIES

Creates, designs, concepts illustration and graphic design products for communication materials such as reports, newsletters, displays, advertisements, bulletins, story boards, billboards, bus shelters, PowerPoint presentations and brochures for the Division.

Assists in the design of the Division's recreation guides (i.e. arena guide, aquatic guides, seniors guide, etc.)

Attends meetings with internal clients and stakeholders to discuss layout design.

Designs project specific artwork and layout in consultation with program staff and modifies existing artwork and layouts as required.

Manipulates images, creates images from concepts, searches for photos and font libraries; researches graphic design techniques.

Obtains quotes for printing projects for Division staff. Consults with outside City approved print companies. Arranges for printing once design is complete and approved. Sends files to printer in print ready format and inspects final products.

Proof-reads marketing materials developed by professional staff for accuracy of grammar, spelling, sentence structure and content.

Consults with program staff to ensure the accuracy/integrity of program resources. Updates materials, forwards for review/approval.

Organizes storage of resource centre materials (such as posters, educational kits, videos, presentation ready materials, printed materials). Maintains inventory of supplies and materials.

Ensures all marketing materials align with City of Hamilton branding guidelines.

Maintains a system to track all graphic assignments.

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.

Performs other duties as assigned which are directly related to the major responsibilities of the job.

QUALIFICATIONS

1. Developed understanding and knowledge in graphic design normally obtained through the completion of a community college diploma in Graphic Design, Marketing, Advertising or an equivalent combination of

education and relevant advanced graphic design work experience.

2. Experience in graphic design principles using visualization, conceptual skills and artistic ability.
3. Experience in a computerized environment. Must possess excellent computer skills with above average knowledge of Microsoft Office 2010 software (Microsoft Outlook, Word, Excel, Publisher and PowerPoint.)
4. Advanced knowledge and experience using graphic computer programs such as Adobe Creative Suite (InDesign, Illustrator, Photoshop and Acrobat Professional), this includes web and printer formatting.
5. Previous experience producing and designing materials for graphic projects.
6. Must be proficient in Business English and possess good organizational skills.
7. Must possess excellent grammar and spelling skills.
8. Must possess initiative, good judgement and the ability to provide guidance and take leadership role when necessary.