

## JOB DESCRIPTION

### Multimedia Designer

#### SUMMARY:

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The Multimedia Designer is to efficiently provide support in the execution of design and marketing collateral pieces and ensure consistency of messages throughout materials. Maintaining Nishnawbe Aski Nation's (NAN) high standard for showcasing the culture, professional competence, strong attention to detail, work professionally with the NAN team.

Under the direction of the Digital Communications Manager, the Multimedia Designer will work in a creative partnership with the Communications team and other NAN departments to conceive, develop and produce effective communications. The primary responsibilities for the designer include: design of poster, graphics, videos, advertisements, and other communications material.

#### DUTIES & RESPONSIBILITIES:

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- Design posters, graphics, infographics, brochures, advertisements, videos, and other communications material
- Create content for design materials when needed
- Prepare weekly production schedules for review and prioritizing with Manager
- Revising a design or project deliverable to meet specifications
- Work with manager to find other creatives like photographers, writers or illustrators for specific projects
- Work with Cultural Communications Coordinator, Traditional Knowledge Keepers and/or Elders to become educated on appropriate art and illustrations to reflect the specific design
- Have a positive attitude and an aptitude for teamwork and the ability to brainstorm ideas and work in close partnership to ensure design tone and style are consistent with copy tone and style.
- Interact with the project team to understand business objectives and audience demographics.
- Able to communicate efficiently, take direction, and flexible to work on several projects at once, at times, under pressure and to tight deadlines.
- Ensure that work is being prioritized, completed on a timely basis, accurately, and assist staff in overcoming deadline obstacles if any are met.
- Willing to learn, stay current with trends in popular culture, advertising, marketing, strategy and branding.
- Keep proficient in the most current design, production and new media software tools.
- Knowledge of printing production.
- Continue to grow problem solving abilities- able to look at the 'bigger picture' in a creative or advertising campaign, when given the opportunity.
- To attend education related meetings as requested and report information back to the Director of Education.
- To perform additional related duties as may be assigned from time to time by the Executive Council of Nishnawbe Aski Nation.

- To assist with other administrative duties as may be requested from time to time.

## **ACCOUNTABILITY:**

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The Multimedia Designer is responsible for performing all duties outlined within the job description and will be under the supervision of the Digital Communications Manager with overall accountability to the Director of Communications and the Chief Administrative Officer.

## **COMPETENCIES AND QUALIFICATIONS:**

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### **Candidate must possess the following skills and attributes:**

#### Education/Experience:

The position demands a high degree of design, organization, multi-tasking and priority setting skills in a fast-paced political atmosphere

- Post-secondary diploma or degree in graphic design from a reputable college or university.
- 3-5 years of design experience is considered an asset, however any experience level will be considered.
- Technical ability to use the latest computer software to execute design in a wide range of media, such as Adobe InDesign, Photoshop, Illustrator or other design and editing software
- Knowledge about design elements, such as, colour, composition, layout principals and esthetical design concepts.
- Artistic ability and creativity in accurate and high-quality work with attention to detail.
- Ability to communicate ideas both verbally and visually.
- Organizational/time management skills, ability to multi-task, prioritize, and meet deadlines.
- Critical thinking.
- Has worked with Indigenous organizations is considered an asset.
- Has some knowledge in working with audio-visual equipment (camera, video).
- Must be willing and able to travel as required.

**LOCATION OF WORK:** Thunder Bay

**PORTFOLIO:** Communications

**CREATED /LAST UPDATED:** July 2022