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• 11211 142 STREET NW EDMONTON, AB T5M 4A1

**C** 780-452-9100

POSTING NO.: ESSF 1755 AFFILIATION: CSU52

## The Edmonton Space & Science Foundation Graphic Designer Permanent Full Time

Join TELUS World of Science – Edmonton (TWOSE) as we embark on our  $40^{th}$  trip around the sun! Situated in the heart of amiskwacîwâskahikan  $\sqrt{\Gamma^{0}b^{\prime}} \sqrt{d^{0}b^{\prime}} \Delta b^{0}$  in Treaty Six Territory and the Métis Homeland, we are the destination to engage Albertans' hearts and minds in science, with a mission to ignite curiosity, inspire discovery, celebrate science, and change lives.

We take pride in building a culture that is diverse, equitable, and inclusive. Science is for everyone, and the Science Centre team is as diverse as our guests. We encourage Black, Indigenous, and racialized peoples, persons living with disability and neurodiversity, women, sexual and gender minorities, and members of all minority groups to apply.

Be part of an organization that values diverse perspectives, identities, abilities, and expressions. From cosmic discoveries through telescopes to 'Aha!' moments under microscopes, join the Science Centre as we celebrate the endless possibilities of science engagement!

### **POSITION SUMMARY:**

As the Graphic Designer reporting to the Senior Manager of Marketing and Communications, you will be the creative force that brings our brand to life through captivating visuals and compelling campaigns. This role combines artistry with strategy, as you collaborate with the Marketing team to design impactful content that resonates with our audience and enhances our brand identity.

Your main responsibility is to create visually engaging designs for marketing campaigns, social media, and digital advertising. You will utilize a variety of mediums, including video and print, while blending creativity with a deep understanding of our brand's voice and mission. You will play a key role in brainstorming and executing innovative design ideas that drive engagement and inspire our community. Additionally, you will work closely with cross-functional teams to ensure a cohesive and visually stunning presence across all channels.

# DUTIES AND RESPONSIBILITIES:

- Design visuals to convey messages, uphold the TELUS World of Science Edmonton brand identity, and enhance user experience across both traditional and digital platforms.
- Manage all tasks of graphic design projects from concept to production, including defining scope, setting timelines, brainstorming ideas, refining concepts based on feedback, and ensuring timely completion.



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- Collaborate with the Marketing team and other departments to create content that resonates with our audience and strengthens the organization's brand.
- Design layouts and graphics for a variety of projects, including program/event visuals, documents, logos, promotional materials, fundraising toolkits, product labels and displays, advertising, and digital graphics (including video).
- Source and collaborate with external vendors (e.g., illustrators, photographers) for creative execution as needed.
- Occasionally assist with visual and graphic elements of exhibit design under the guidance of the Senior Manager, Exhibit Design and Quality.
- Maintain a library of graphics, media, digital records, and other brand assets.
- Develop innovative design solutions that meet organizational needs and adhere to brand standards.
- Prioritize and manage multiple projects with tight timelines, often under pressure.
- Present and promote design concepts to internal and external audiences
- Stay updated on emerging trends in graphic design and visual communication, recommending best practices and industry insights.
- Perform other tasks as assigned.

### **QUALIFICATIONS:**

### Knowledge and Abilities:

- Proven ability to think creatively and develop unique design solutions that address project needs and align with brand requirements.
- A strong passion for creating innovative visuals and impactful campaigns.
- An exceptional graphic design portfolio that showcases advanced design and editing skills.
- In-depth knowledge of graphic design techniques complemented by a creative problemsolving approach.
- Excellent time management and organizational abilities.
- Demonstrated capability to work independently, meet deadlines, and effectively communicate project progress with teams.
- Strong leadership skills, capable of working autonomously as well as collaborating effectively with others.
- Resilient and adaptable in dynamic environments. .

# **Education and Experience:**

- A degree or diploma in graphic design or visual arts with 2-4 years of experience in design, editing and production.
- A strong portfolio showcasing a range of design projects, including digital, print, branding, and web design.
- Extensive knowledge of graphic design styles and techniques.

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- Solid understanding of design principles such as layout, composition, typography, colour theory, and visual hierarchy.
- Experience with preparing files for print and production, understanding of processes, and knowledge of file formats.
- Expertise in Adobe Creative Cloud Suite (Photoshop, Illustrator, InDesign, Acrobat, After Effects); industry certifications (e.g., Adobe Certified Expert) are an asset.
- Experience in web design, HTML/CSS, UI/UX design, and responsive design is an asset.
- Knowledge of video editing software is an asset.

**Note:** A clean Police Information Check including the vulnerable sector is a condition of employment for successful candidates. The check must be completed prior to commencement of work and is the financial responsibility of the candidate.

Wages: FT 182 \$64,896.00 - \$81,003.00 on an annual basis as per CBA 2022-2024

**Hours of Work:** 75 hours bi-weekly, Monday to Friday, with the ability to work evenings and weekends as needed to support event execution.

**Opening Date:** January 27,2025 **Closing Date:** Monday, February 3<sup>rd</sup> or until suitable candidate found

How to Apply: hr@twose.ca

Please include cover letter and resume in one document. We thank all applicants and advise that only those selected for an interview will be contacted.