

JOB DESCRIPTION

Graphic Designer & Advertising Coordinator

Reports to: Senior Communications Specialist

Department: Communications & Marketing



“Taking care of Banff: our Community, our People, our Park.”

JOB PROFILE:

You “Take Care of Banff” by designing the visual messages for a range of channels to inform, inspire and engage a community of almost 9,000 residents and over 4 million annual visitors. Your design skills are an integral part of the Communications and Marketing team who support 100 programs and services and 70 service client areas.

You are recognized for your talent and skill in design and creativity, and ability to connect with target audiences, your attention to detail and accuracy, your organizational prowess and project management acumen. You take time to understand challenges, consider diverse perspectives and provide solutions to meet clear goals. You are an independent worker, who knows when to rally the collaboration and consultation of the team and your clients to deliver exceptional products that are on time, on budget and on strategy. You are able to thrive in a very fast-paced environment with evolving priorities. You are motivated by creating compelling content that penetrates the information overload most people face, to land important messages for a diverse community.

We are a town within Canada’s First National Park. Our population is dedicated to serving visitors, and residents are as diverse as the people who come from around the world. Communicating to our community involves unique challenges, such as half the resident population completely changing every five years, the visitor population staying for as short as a few hours, and a diversity of social and cultural “norms” that make any pun or cliché likely to miss the mark for many. But we share values for protecting the environment, pursuing healthy lifestyles and enjoying a truly special place on Earth.

KEY RESPONSIBILITIES:

All job duties and interactions are conducted with a focus on the Town of Banff employee mission and core values of: Integrity, Teamwork, Efficiency, Accountability and Professionalism.

Position-Specific Accountabilities:

This role will require you to work independently and collaboratively with internal and external stakeholders to:

- coordinate placement of advertising in the weekly newspaper
- lead design for in-house graphics for external promotions and internal communications
- contribute to marketing planning and apply the creative development process
- develop campaigns on a wide diversity of topics such as: community safety; transportation, traffic and parking information; housing initiatives; public engagement opportunities; wildlife

and environmental protection; recreation programs; free and low-cost activities; municipal budget and tax processes; visitor services, and information on 70 service areas and programs

- be responsible for keeping our graphic systems updated with industry best practices and our graphic standards updated and well documented
- help create behaviour change social marketing to advance community standards or address issues
- manage your projects with research into innovative campaigns with similar goals, frequent status updates, implementation and evaluation of campaigns
- set objectives with internal clients, coordinate graphics/photos/video production and measure performance
- coordinate marketing administration, including advertising buying, calling suppliers, preparing estimates, reviewing proofs, production coordination, and campaign implementation
- work on a variety of products and channels, such as graphics, illustrations, infographics, social media content, large format posters, digital search/display advertising, newspaper advertising, out-of-home advertising and signage, street pole banners, brochures, postcards, reports and other publications, as well as identity marks
- help maintain and enhance the brand of the Town of Banff

Employee Responsibilities:

It is expected that all employees:

- demonstrate and perform duties according to the Town of Banff's Health & Safety policy and safety procedures and Occupational Health & Safety legislation
- develop work plans to support implementation of day-to-day tasks and service level initiatives
- work confidently in collaboration with Town of Banff leaders, contractors, residents, partners and agencies on initiatives that require multi-stakeholder input or have an effect on multiple stakeholders
- comply with purchasing procedures and allocates costs to appropriate cost centres
- adhere to the performance and behaviour guidelines and procedures outlined in the Town of Banff's employee handbook
- maintain the highest level of respectfulness and inclusivity in personal and professional activity
- understand the Town's strategic priorities and apply them in daily work
- maintain a level of professional expertise by personal and professional continuous learning and staying on top of developments, best practices, industry trends, etc. within the functional/service areas
- e-mail and voice-mail messages are professional, accurate, concise and responsive

- deliver personal and professional standard of confidentiality of all information accessed in position responsibilities

Competencies:

Many characteristics are important in this position; however, the most successful individuals are inherently:

- **Creative**—you see and depict what is in the head of the “client” with the ability to capture the visual image, compelling text and the Town’s brand standards. You are able to blend the facts and key points of a topic or project with innovative and artistic elements that connect with target audiences.
- **Collaborative** – you effectively “translate” the needs of individual and group clients to make recommendations that will meet the marketing or communication objectives.
- **Adaptable** – you re-prioritize and re-tool your work in fast-paced and heavy-workload conditions. You are calm, confident and can quickly triage new information to adapt work assignments and projects according to the most urgent and important tasks and the community’s most current priorities.
- **Tech-savvy** – you are the master of digital software, specifically Adobe Creative Suite and can manipulate the solutions necessary to produce imaginative designs from visual images and written messages.

Education, Experience and Qualifications:

- Post-secondary and technical requirements:
 - Bachelor’s degree or diploma in Graphic Design, Information Design, Communication Design or similar program
- Two to five years’ work experience in similar position/industry, requiring:
 - graphic design and advertising production
 - collaborative work with internal colleagues, public work groups, community boards and committees, third-party agencies
 - research and information gathering on a range of internal and public-interest topics with the demonstrated ability to pitch and implement effective design and marketing solutions
 - clear articulation of your ideas and strategies to advance objectives in a compelling fashion
 - allocation of time and resources to complete projects, workplan objectives and short-term revisions as demand requires
- Physical demands of this position include:
 - manual (hands and fingers) dexterity in use of electronic devices and keyboard functions
 - manual lifting and deploying site signage and poster displays
 - sitting or standing at workstation for up to 4-6 hours throughout work periods
 - concentration and visual focus on computer/laptop screens for 2-4 hours throughout work periods, including increasing numbers of meetings online
- Cognitive demands of this position include:
 - periods of concentration and focus performing tasks, accuracy, repetitive tasks etc.
 - frequent changing priorities and projects, in a high-workload team

- confidence in gathering and assessing facts/information and making decisions, including on-the-spot solutions
- managing personal and professional stressors, including changes, deadlines, resistance, interruptions, etc.
- dealing with campaigns that deal with sensitive topics such as social needs, crime, and animal protection, housing, low-income stressors, natural emergencies and political tensions
- Technical competence, specifically in business software applications (Microsoft Office Suite – SharePoint, Word, Excel and Outlook), and in project management software such as Asana
- Excellent skills in use of Adobe Creative Suite (a digital software solution) Demonstrated impeccable interpersonal and communication skills, both written and verbal
- Experience in a public-sector environment would be an asset
- Able to provide on hire:
 - valid Alberta Class 5 drivers' licence or equivalent and clear drivers abstract
 - confirmation of education degree/technical certifications
 - criminal background check