

A. Position

Job Title	Graphic Designer
Supervisor	Director of Client Strategies
Status	full-time, indeterminate period

B. Context statement

Aasman (AAS) is a full-service brand communications agency providing integrated communications solutions of all kinds to our clients, from brand clarification to identity systems, media planning, developing and producing advertising campaigns, marketing and communication materials, display materials and web design and development.

Our in-house services encompass the full range of agency activities, including strategic planning, project management, media planning and placement, creative development, content generation, production, impact measurement and analysis. We work with free-lance writers, photographers and other content providers on an as-needed basis. On larger projects, we partner with market research consultants and member agencies of our Trans-Canada Advertising Agency Network.

C. Job Summary

The graphic designer will work as an integral member of a two to six member team of strategists, planners and designers. The graphic designer performs creative concept and creative design tasks focused on implementing communications and brand strategies and rationales, utilizing hand-rendering skills and digital creative and production skills. Reporting to the director of creative strategies, the graphic designer will work on a variety of projects that include identity systems, brand blueprints, print materials, advertising, online material, displays, packaging and other promotional pieces. Working on the creative team, you will help develop brand strategies by generating ideas and building concepts into design presentations. The ideal candidate has experience in brand development and clarification, product and retail design as well as tourism promotion material development.

D. Main Duties**1. Creative Development**

The graphic designer develops creative concepts through the developmental and presentation stages to final approval by:

- working on teams that deliver brand workshops, clarifying data and articulating concepts;
- applying herself/himself to the specific requirements of the project by a thorough understanding of the project and creative briefs;
- participating with team members in developing creative concepts;
- maintaining conceptual integrity throughout projects by providing creative critique and direction to senior and junior designers;
- adhering to high standards in both conceptual development and in the sensitive and skillful application of text and graphics;
- creating strong design responses to clearly defined client needs, developed to the standards of the specific product requirement, such as print advertising, publication, signage, packaging, etc.;
- developing hand or computer-rendered concepts from thumbnails through rough idea development to comprehensive renderings and final presentations;
- adhering to the time, budget and scheduling constraints/opportunities outlined for each project.

2. Production Development

The graphic designer will take projects through the design process to final approved designs, resulting in technically competent files ready for pre-press and production work by:

- assessing, managing and recording time, expenses and budget requirements as well as project status for work assigned;
- coordinating tasks and project requirements with fellow designers and team members;
- using Macintosh computer systems, scanners, printers and related software programs including Adobe InDesign, Illustrator and Photoshop to create working and final materials;
- employing studio standards for production quality and industry standards for all digital file formats;
- effectively utilizing studio resources including library, electronic art and photo resources, to their fullest;
- managing and safeguarding project records, electronic files, client materials and data;
- adhering to AAS practices for recording, monitoring materials, filing and archiving;
- working efficiently to a production schedule that meets the commitments made to clients;
- preparing materials including proofs, comprehensive presentations and final proofs for review by and presentation to the project team and the client;
- organizing final digital design files for hand-over to pre-press production artist.

3. Related duties

- meeting with clients to review work in progress and proofs for client sign-off;
- taking a leading role on creative teams, when required
- review of colour proofs, bluelines and colour keys for projects created by the designer or others in the studio;
- participating in office maintenance duties including: archiving of digital files upon conclusion of a project; maintaining hardcopy file systems; filing materials and resources; maintaining sample files and resources of the studio library.

E. Job Knowledge and Skills

1. Design Skills

- comprehensive theoretical knowledge of graphic design aims, processes and practices, as evidenced by a graphic design diploma or degree from a recognized institution;
- comprehensive working knowledge of the graphic design or advertising agency industry including the planning, development and production processes for creative graphic design;
- comprehensive knowledge of printing industry practices and processes – printing techniques, quality standards, production/proofing processes;

2. Technical Skills

- full graphic design working knowledge of Macintosh computer operating system and related software;
- demonstrated ability to work with major graphic design software applications including Adobe InDesign, Adobe Illustrator and Adobe Photoshop;

3. Management Skills

- good workflow management skills;
- ability to communicate clearly and effectively, orally and in writing;
- ability to make effective presentations of concepts and comprehensive designs.

4. Interpersonal Skills

- excellent interpersonal skills to develop and maintain client and co-worker relationships;
- well-developed oral and written communication skills;
- ability and desire to work as a member of a team;
- ability to maintain confidentiality;
- conflict resolution skills.

5. Desired but not mandatory skills

- ability to read, write and speak a second language;
- illustration or other fine art abilities;
- knowledge or abilities in web page design, html programming, multi-media;
- interest or abilities in photography, video and video compositing and editing.

F. Decision Making

The graphic designer will regularly make recommendations on the quality, type and nature of advice provided to clients; recommendations regarding the appropriate creative and design solutions to position core messaging; recommendations on best utilization of team members to most efficiently accomplish project goals; and recommendations regarding the appropriate communications tools/resources for targeting specific audiences.

The graphic designer has the authority to purchase the resources required to develop a project, and as outlined in project briefs or as determined by the team. She/he also has the authority to request new or additional studio resources to facilitate the profitable functioning of the studio.

G. Impact/Accountability:

1. General Accountability

The graphic designer is accountable for conceptual development and design solutions regarding marketing and communication needs, strategies and options provided to clients which are strongly linked to the achievement of AAS objectives and annual business plans.

The graphic designer's decisions also affect the effectiveness and health of client/AAS working relationships, and impact the client's perception of the quality of service. The graphic designer's decisions affect the reputation and credibility of AAS and the success of AAS long term plans.

2. Key Personal Contacts and Nature of Contacts

- AAS clients
- AAS staff and managers
- Suppliers and contractors

Purposes of contacts are for information exchange, provision of advice, presentation, creative problem solving, and receiving approval and direction.