

#### A. Position

Job Title	Graphic Designer (Bilingual)
Supervisor	Director of Creative 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.

#### C. Job summary

The graphic designer (bilingual) will work as an integral member of a 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

Working under the direction of the director of creative strategies, the graphic designer, will develop creative concepts through the developmental and presentation stages to final approval by:

- 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 the high standards set by the director of creative strategies 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.
- 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;



#### E. Requirements

- 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;
- demonstrated ability to work with major graphic design software applications including Adobe InDesign, Adobe Illustrator and Adobe Photoshop;
- good workflow management skills;
- ability to communicate clearly and effectively, orally and in writing
- ability to make effective presentations of concepts and comprehensive design
- 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.
- conflict resolution skills
- ability to read, write and speak European French

#### F. Additional Skills

- previous experience in a marketing agency
- previous experience in destination marketing
- current knowledge of Yukon Culture
- 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.

