

The Palin Foundation o/a Toronto Metropolitan University Student centre (TMUSC)

Position Title: Graphic Designer (Contract)

Start date: ASAP

The TMUSC is home to student unions, affiliated campus groups, The Eyeopener newspaper, Met Radio, the Good Food Centre, Office of the Ombudsperson, Oakham Café, The Met Campus Pub and a host of rentable venue spaces.

We operate with Five Pillars in mind:

FOOD. Oakham Cafe & The Met Campus Pub – affordable meals and healthy choices

EMPLOYMENT. Stable jobs with transparent pay

ADVOCACY. Home to student unions and equity offices

SPACE. Full-service event and meeting rooms

COMMUNITY. Student-run newspaper, radio and campus groups

Position Overview: The Graphic Designer will play a vital role in enhancing the brand identity of the Toronto Metropolitan University Student Centre (TMUSC) by creating compelling graphics and media across multiple platforms. They will collaborate on the development of creative concepts and strategies to effectively engage our audience. Working with the Events & Marketing Coordinator, this role offers an exciting opportunity to contribute to TMUSC's marketing initiatives and gain valuable hands-on experience in graphic design within a dynamic university environment.

Duties and Responsibilities:

- Work with the Marketing Coordinator to create new or update existing marketing communication pieces including print, digital and video for assigned projects and campaigns.
- Design and create visually appealing graphics for various marketing materials, including but not limited to websites, social media posts, brochures, and menus.
- Collaborate with the Marketing Coordinator to develop creative concepts and strategies that align with the TMUSC's brand identity and target audience.
- Use analytics tools (such as Google Analytics) to track the performance of design assets and make data-driven improvements.
- Utilize Adobe Creative Suite (Photoshop, Illustrator, InDesign) to produce high-quality designs that meet project objectives and deadlines.
- Create and maintain a consistent visual identity across all marketing channels.
- Work with the Marketing Coordinator to provide and approve creative for all promotional item orders.

Qualifications:

- Must currently be enrolled in or have a post-secondary degree or diploma in graphic design, image arts, communication design, or the equivalent

- Knowledge of digital design processes and best practices, including image optimization and responsive design
- Strong creative portfolio demonstrating a range of design capabilities
- Proficiency in using Adobe Suite products (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
- Basic understanding of marketing principles and strategies
- Strong organizational skills and attention to detail with the ability to handle multiple projects and operate in a fast-paced work environment
- Ability to exercise creativity and critical thinking
- Ethical judgment and sound decision-making skills
- Sensitivity to diverse needs and respect for diversity and equity
- Experience and familiarity with the TMUSC is an asset

What You Will Gain in this Role:

- Opportunity to gain graphic design, branding and marketing experience
- Opportunity to grow your portfolio in a dynamic environment
- Opportunity to gain campaign planning, videography, and multimedia design skills

Hours: Flexible, remote

The Palin Foundation welcomes those who have demonstrated a commitment to upholding the values of equity, diversity, and inclusion and will assist us to expand our capacity for diversity in the broadest sense. In addition, to correct the conditions of disadvantage in employment in Canada, we encourage applications from members of groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit peoples, Indigenous peoples of North America, racialized persons, persons with disabilities, and those who identify as women and/or 2SLGBTQ+. Please note that all qualified candidates are encouraged to apply; however, applications from Canadians and permanent residents will be given priority. We encourage application even if you do not fulfill 100% of all requirements.

Persons with Disabilities: Persons with disabilities are encouraged to come forward at any stage of the recruitment process to request accommodation, if needed. Members of our team will consult and create processes that provide individuals with disabilities with the best possible recruitment experience.

To Apply: Please email your resume and cover letter to: jobs@tmusc.ca with the subject line GRAPHIC DESIGNER