PEA Job Description

1. Position Identification

<table>
<thead>
<tr>
<th>Position Number</th>
<th>993456</th>
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<tbody>
<tr>
<td>Position Title:</td>
<td>Multimedia Designer</td>
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<tr>
<td>Department:</td>
<td>Vikes Athletics and Recreation</td>
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<tr>
<td>Reports to:</td>
<td>Associate Director, Marketing, Engagement and Programs</td>
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<tr>
<td>Number of Direct/Indirect Reports</td>
<td>Direct 0</td>
</tr>
<tr>
<td>Classification Level</td>
<td>SG 8</td>
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<tr>
<td>Last Updated</td>
<td>July 2018</td>
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2. Position Summary

One of six units with the Division of Student Affairs, Vikes Athletics and Recreation offers eight high performance varsity sport programs (soccer, rugby, basketball, field-hockey, cross country/track, rowing, swimming and golf), competitive intramural and sport clubs, and a broad array of health and wellness programs to the university and broader community. As a sub-brand of the University, the Vikes programs have a high profile in the greater Victoria community, through partnerships, community programming, alumni outreach and events. Athletics and Recreation's commitment to excellence in sport, health and wellness, and customer service make it a key contributor to student success on campus, and the department plays a critical role in student recruitment and retention.

Vikes Athletics and Recreation (ATRS) facilities and programs are open to UVic students, staff, faculty and alumni, as well as the local Victoria community and operate out of the state-of-the-art Centre for Athletics, Recreation and Special Abilities (CARSA). The Vikes Marketing Engagement and Programs team develop and execute an integrated marketing, communications and community engagement plan for Vikes Athletics and Recreation that support the mission and vision of the department, branding the department as the campus leader in sport excellence and active healthy living.

Reporting to the Associate Director, Marketing, Engagement and Programs, the Multimedia Designer develops and implements strategic, effective and creative marketing tactics and collateral for a variety of mediums, working within established frameworks (Vikes brand guidelines, UVic Communications + Marketing (UC+M) guidelines, etc.) and with central resources (UC+M, Printing Services, etc.). Marketing strategies, tactics and materials developed by this position support the marketing of ATRS programs, services and events. The Multimedia Designer works closely with the Associate Director, Vikes Marketing, Engagement and Programs team and other ATRS and campus staff in the completion of their duties.

Due to the nature of these events and activities, this position requires stamina and the willingness to work flexible hours including evenings and weekends.

3. Key Responsibilities and Expectations

<table>
<thead>
<tr>
<th>Key Responsibilities. % of time</th>
<th>Design creative projects for Vikes Athletics and Recreation 50%</th>
<th>Expectations:</th>
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<tbody>
<tr>
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<td>• Collaborate with ATRS unit staff to design marketing materials such as newsletters, posters, brochures, signage etc. for print, social media, web, etc.</td>
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<td></td>
<td>• Liaise with UC+M, Partnership Development and other campus stakeholders in the development of materials,</td>
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</table>
| Marketing and Sponsorship planning and support 30% | • Work directly with the Associate Director and colleagues to achieve communication, engagement, event and marketing annual goals and objectives  
• Work directly with the Associate Director in the strategic development and implementation of marketing, communications and engagement plans for department supported programs, services and events  
• Develop and recommend marketing strategies, tactics and material for web, social media and other marketing mediums for ATRS programs, services and events  
• Build relationships with key internal and external stakeholders to ensure effective delivery of objectives  
• Work with the UC+M and others to produce materials, when appropriate  
• Support the Partnership Development office with the development of sponsorship marketing materials  
• Maintain an inventory of materials  
• Provide input into, and support the maintenance of, the Vikes Nations brand guidelines  
• Ensure the broad promotion and consistent usage of Vikes branding guidelines and UC+M guidelines  
• Maintain up-to-date knowledge of graphic design, social media, tactical marketing strategies, emerging trends and best practice |
| Obtaining quotes for graphics and production of assigned projects 20% | • Work closely with campus Printing Services to produce materials  
• Acquire quotes for printing costs from both Printing Services, and where necessary, outside suppliers  
• Coordinate and/or liaise in the development and implementation of materials with outside vendors |

4. Classification Factors:

**Problem-Solving:**

This position is tasked with communication and marketing of ATRS programs, services and events through graphic, social media and other mediums and channels in an effort to contribute toward the overall strategic goals of the department. The Multimedia Designer uses their knowledge of graphic design, social media, web, tactical marketing strategies, emerging trends and best practice to inform the development and implementation of marketing plans, the maintenance of Vikes brand guidelines and the development of marketing strategies, tactics and materials that resonate with target audiences.

**Responsibility for Financial & Material resources:**

This position is responsible for ordering quantities of supplies, ordering and maintaining an inventory of marketing print materials, obtaining quotes for marketing materials, purchasing advertising, and making project-related purchase recommendations. Financial activities require the approval of the Associate Director.

**Responsibility for Human Resources:**

The Multimedia Designer provides marketing related information and advice to ATRS staff.
Impact of Decisions and Actions:

Through collaboration with the Associate Director and other ATRS staff, this position influences the development and implementation of marketing plans, the maintenance of Vikes brand guidelines and the development of marketing tactics and materials, and the realization of ATRS communication, engagement, event and marketing annual goals and objectives.

Independence:

The Multimedia Designer provides input into the development and implementation of marketing plans and Vikes brand guidelines. This position uses their marketing knowledge and expertise to develop targeted and effective strategies, tactics and materials that harnesses the program and service-specific knowledge of ATRS staff. The Associate Director provides the overall strategic goals and objectives. The work of this position is guided by the ATRS Marketing, Communications and Engagement Plan, and Vikes brand guidelines.

5. Summary of qualifications:

A Bachelor’s degree in a relevant field of study, plus a minimum of two years’ experience in print and electronic graphic design, marketing coordination, brand implementation and digital media production, management and posting experience. An equivalent combination of education and experience may be considered.

Additional experience requirements:
- Translating ideas into strong visual communication content
- Producing products for social media and web platforms

Knowledge requirements:
- Current graphic design trends and techniques
- Social Media platforms, their respective participants (Facebook, Twitter, Snapchat, Vine, YouTube, Instagram, Pinterest etc.) and how each platform can be optimally deployed in different scenarios
- Web platforms
- Marketing planning, and tactic and material development
- Proficiency with Adobe Creative Suite (Photoshop, InDesign, Acrobat Pro)

Skill requirements:
- A commitment to service excellence
- Ability to creatively analyze and solve problems
- Ability to adapt marketing tactics and design to a variety of purposes and audiences
- Strong attention to detail and accuracy
- Strong organizational skills with ability to manage multiple projects, prioritize, make decisions independently, be self-motivated, and consistently meet deadlines
- Strong interpersonal skills and the ability to work effectively with a wide range of individuals and constituencies in a diverse community
- Ability to work independently and collaboratively in a team environment
- Ability to work under pressure to meet deadlines, multi-task and prioritize
- Strong, demonstrable technological aptitude

Assets:
- Video editing knowledge, skills or experience.

Applicants will be required to submit a portfolio demonstrating creative ability.
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<th>Employee's Signature:</th>
<th>Date:</th>
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<tr>
<td>Manager's/Supervisor's Signature</td>
<td>Date:</td>
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