

## ***Graphic Designer***

Do you have a keen eye for good design, a quality aesthetic, an understanding of colour, use of white space, balance, composition, and visual harmony?

Do you have a comprehensive knowledge and thorough understanding of both traditional and new media production including design, photography, layout, copywriting and printing?

Are you passionate about Vancouver as a place to live, work, play, experience and explore?

If so, Destination Vancouver's **Graphic Designer** role could be the right match for you. Reporting to the Manager, Marketing Services, the *Graphic Designer* will assist in the planning, creative development and production of print, digital, B2B and B2C assets and campaigns, advertising, collateral, and point-of-sale brand promotion materials on behalf of various Destination Vancouver departments. This position is project-oriented and deadline-driven.

The Graphic Designer will ensure that the highest production values and brand consistency standards are maintained for each project. The Graphic Designer will coordinate and oversee the design process ensuring that projects meet the requirements of design briefs and are completed on time, within budget and deliver results. In collaboration with the Manager, as well as internal departments, this role is responsible to make ongoing contribution to and to maintain the creative standards of Destination Vancouver to effectively promote the destination.

### **Key Accountabilities**

- Create advertising and sales assets on behalf of internal and external clients.
- Maintain and implement brand guidelines. Ensure brand compliance with all deliverables.
- Execute on graphic design projects that drive results.

### **Responsibilities**

The responsibilities of the role include but are not limited to the following:

- Conceptualizes, designs and edits collateral and marketing materials from concept through to final execution;
- Acts as a lead resource in the strategic development of creative solutions for various marketing tactics, including collateral and advertising;
- Assists internal clients to define and communicate complex marketing and advertising objectives;
- Assists in maintaining the strategic focus by delivering projects of the highest quality standards within available resources by completing them on target, on budget and on time;
- Development of internal and external assets for the senior leadership team;
- Maintains brand equity and standards across all online and offline collateral, marketing materials and communications, ensuring consistency in brand positioning and presentation for the organization and the destination;
- Maintains and develops the image and video bank, assisting in fulfilling internal and external requests and working to create an ever-increasing, relevant image bank that supports the organization's branding and creative needs;
- Identifies photography and video needs and provides formal requests to the Content team, as well as sourcing and selection of stock imagery;
- Edits and proofs all collateral and copy as necessary.

### **What are we looking for?**

We are seeking candidates with a minimum of 2 years of experience and post-secondary education or equivalent education in graphic design or related discipline or equivalent experience in a similar creative role with demonstrated ability to work with multiple clients (internal customer groups) with varying needs. Ability to provide key, relevant information and guidance to these departments in a timely manner and expert knowledge in file types and creating assets according to spec is required. Expert knowledge of Adobe Photoshop, Illustrator InDesign and Adobe Acrobat Pro are critical. Proficiency in Adobe Premier or similar video editing software and video editing



experience are significant assets. Working knowledge of Microsoft Office Suite, Google Docs, Marq (formally Lucid Press) experience a plus.

General knowledge of marketing, advertising, creative, production and communications are necessary. Strengths include strong communication skills including a confident and effective style, a high degree of creative aptitude and attention to detail and ability to initiate, work well in both a group setting and independently while managing multiple projects and adapt to change in a dynamic environment.

### **Who are we?**

Destination Vancouver is one of the world's most dynamic destination management organizations, delivering on a mandate of destination development and promotion that positions Vancouver as a must visit global destination.

Our purpose is to transform our communities and our visitors through the power of travel. This underpins everything we do and how we communicate with potential clients, engage with partners, and support our 800+ members.

Destination Vancouver has a fabulous product and a powerful brand. Our success is measured through the triple bottom line approach of an equal emphasis on people, planet and prosperity. And as a private, not-for-profit business association, our continued relevancy is based on supporting our industry, responsibly and sustainably managing the destination, and building a competitive global destination brand.

### **What do we offer?**

This role is based in Destination Vancouver's corporate office with sweeping views of the North Shore mountains and proximity to transit and downtown amenities.

We are proud to offer a competitive total rewards program including 3 weeks' vacation (15 days) to start, an annual recognition plan, extended health care, health spending account, personal spending account, matching Group RRSP program, transit reimbursement, Team Member Referral program, training and development opportunities, and a flexible work environment.

Destination Vancouver believes in and provides a diverse, equitable, and inclusive work environment.

### **How do we connect?**

If this sounds like you because you have the knowledge, experience and drive, and describe yourself as enthusiastic and fun, collaborative and focused on building positive and long-term relationships, we invite you to apply for this exciting position.

Please send your resume and cover letter to [careers@destinationvancouver.com](mailto:careers@destinationvancouver.com)

For more information, please visit <http://destinationvancouver.com>