



## CANADIAN LUTHERAN WORLD RELIEF IS SEEKING A GRAPHIC DESIGNER

<b>Job Title:</b>	<b>GRAPHIC DESIGNER</b>
<b>Department:</b>	Communications & Marketing
<b>Location:</b>	4 <sup>th</sup> Floor, 185 Carlton Street, Winnipeg Manitoba
<b>Classification:</b>	Part-time (0.5 FTE)
<b>Reports To:</b>	Director - Communications & Marketing
<b>Salary Range:</b>	\$31,740 - \$35,080

Join a team that works towards creating a world where people live in justice, peace, and dignity. Canadian Lutheran World Relief (CLWR) is a charitable not-for-profit organization that challenges the causes and responds to the consequences of human suffering and poverty.

Canadian Lutheran World Relief supports hiring practices and a staff composition that benefits from a diverse staff team. Working for CLWR provides a competitive salary and comprehensive benefits package including Pension Plan and Group Insurance, a supportive work environment and excellent learning opportunities.

All employees are expected to agree with CLWR's Mission Statement and Code of Conduct, and to work within its mandate, within a faith-based environment, and are expected to commit to align with all elements of CLWR's Strategic Compass.

### **JOB SUMMARY**

The Graphic Designer is a key member of the Communications & Marketing team. Reporting to the Director - Communications & Marketing, the Graphic Designer is responsible for the design and layout of print and digital materials to support the work of Canadian Lutheran World Relief including communications, marketing and fundraising efforts, and the work of the Programs and Refugee Resettlement teams. The graphic designer is responsible for developing and strengthening CLWR's visual brand and insuring consistent understanding and adherence to the visual brand across the organization. The Graphic Designer will at times be responsible for project management of various communications projects, and coordinate printing of various projects, including collaboration with printers, freelance designers and other vendors as needed. The graphic designer will work closely with CLWR's Communications & Marketing and Donor Relations teams in producing high quality, effective print and digital materials that advance and support the work of CLWR to new and existing audiences.

## **EDUCATION, EXPERIENCE AND SKILL REQUIREMENTS**

*Minimum knowledge (formal education/general knowledge) required:*

- Post-secondary education in graphic design

*Minimum experience required:*

- 3+ years professional experience in graphic design including responsibility for print production and project management
- Experience or training related to communications, marketing and/or fundraising an asset
- Previous experience with digital asset management tools (i.e., ResourceSpace) preferred.

*Technical skills required:*

- Proficiency with Adobe Creative Suite tools including InDesign, Illustrator and Photoshop
- Previous experience with digital asset management tools (i.e., ResourceSpace) preferred
- Proficiency with Microsoft Office tools (Excel, PowerPoint, and Word)
- Familiarity with both Apple and Windows operating systems preferred
- Other skills including photography, videography, or illustration would be an asset
- Up-to-date knowledge of design trends and tools
- Familiarity with accessibility standards

*Other skills required:*

- Proven ability to take the initiative and follow-through with limited supervision
- Demonstrated ability to prioritize and meet deadlines
- Excellent written and spoken communications skills in English. This includes the ability:
  - to conceptualize, synthesize information, and receive and interpret vision and feedback from various sources and communications styles
  - to provide constructive design feedback to others within CLWR to ensure adherence to brand standards
- Fluency in French would be an asset
- Ability to speak with confidence from a knowledge base and effectively communicating technical information
- Strong ability to receive critical feedback and incorporate changes into design projects
- The listening and technical skills required to bring visual and communications expertise to conversations with internal subject-matter experts who might lack communications understanding
- Demonstrated ability to establish priorities and meet deadlines in a time-sensitive environment
- Strong attention to detail with a high degree of accuracy
- Ability and commitment to understanding CLWR's distinct audiences and prioritizing them appropriately in design projects
- The Graphic Designer should be able to provide creative solutions to communications challenges including suggestions for ways to most effectively accomplish a person or department's goals

*Working Conditions:*

- Must be a Permanent Resident and eligible to work in Canada
- Fast-paced environment with tight deadlines, including during occasionally urgent situations such as international disasters
- Potential travel nationally on a limited basis (1-2 times per year)
- Ability to work occasional evenings or weekends as required by special events/circumstances
- Manual dexterity required to use desktop or laptop

**KEY RESPONSIBILITIES:**

**Key responsibilities** of the job and percentage of time spent on each (on an annual basis):

Description	% of Time
<p><b>Multimedia production</b></p> <ul style="list-style-type: none"><li>• In collaboration with the Communications &amp; Marketing team, design materials for print and digital channels to support the various efforts of the organization, including, but not limited to:<ul style="list-style-type: none"><li>– individual donor appeals, impact reports and newsletters</li><li>– promotional resources such as banners, brochures and posters</li><li>– technical documents for government and other back-donors</li><li>– marketing emails</li><li>– CLWR’s annual gift catalogue</li><li>– Church resources</li><li>– social media graphics</li><li>– CLWR’s annual wall calendar</li></ul></li><li>• Provide guidance and support for visual aspects of CLWR’s website and online presence</li><li>• Develop relationships with all departments of CLWR and help in identifying need and opportunity for design support</li><li>• Serve as primary contact point with printers and other vendors and ensure timely printing of high quality materials</li><li>• Manage and develop print and other vendor relationships</li><li>• Manage internal production timelines to ensure adherence to print deadlines (as requested)</li><li>• Provide leadership in the development and maintenance of CLWR’s visual brand including making recommendations for growth and change</li><li>• Provide consultation and expertise to various departments</li><li>• Input into the development and implementation of the Communications &amp; Marketing strategy and plan</li><li>• Identify and pursue opportunities for new initiatives to advance CLWR’s key priorities visually</li><li>• With the Communications &amp; Marketing team, make sure all areas of the organization are putting their best foot forward and producing attractive, effective work, no matter the audience</li></ul>	90%

<ul style="list-style-type: none"> <li>• Maintain an organized and up-to-date archive of marketing materials, including all digital media</li> <li>• Support CLWR communications efforts through building relationships with key external networks, partners, and coalitions</li> </ul>	
<b>Other Organizational Tasks</b> <ul style="list-style-type: none"> <li>• Attend meetings with the Communications and Marketing team or larger organization as directed</li> <li>• Participate in related training courses, seminars, webinars, monthly staff meetings</li> <li>• Perform other duties as assigned by the Director - Communications &amp; Marketing</li> </ul>	10%

Qualified applicants should email a single PDF document including a *cover letter, resume and a portfolio or samples of design work* to [hr@clwr.org](mailto:hr@clwr.org)

Closing date is Friday, March 22<sup>nd</sup>, 2024. Please quote “Graphic Designer” in your subject line.

We thank all who apply but will be contacting only those who are moving forward in the application process.