

Opportunity Overview – Visual Designer (Part-Time)

We respectfully acknowledge that the land on which the Centre for Digital Media campus is located is the traditional and unceded territory of the Coast Salish peoples, specifically the shared traditional territories of the Səl̓íl̓wətaʔ/Selilwítlh (Tsleil-Waututh), Skwxwú7mesh Úxwumixw (Squamish), and xʷ məθkʷəy̓əm (Musqueam) First Nations.

Location:	Vancouver, BC
Functional Area:	Marketing
Employment Type:	Part-time, up to 25 hours per week
Experience Required:	2 – 4 years
Start date:	Immediately
Compensation Range:	\$25,000 to \$32,500 annually (at 25 hours per week)
Flexible Work:	Position eligible for hybrid work

Located at the heart of the Creative District on Great Northern Way in Vancouver, Centre for Digital Media (CDM) is a thriving campus with an earned reputation as a destination for collaboration amongst learners, leaders, industry and the community. CDM was established through the ground-breaking education partnership of four leading academic institutions: The University of British Columbia, Simon Fraser University, British Columbia Institute of Technology and Emily Carr University of Art + Design, Anchored by the flagship multi-disciplinary Master of Digital Media (MDM) Program, CDM extends learning opportunities through a wide range of innovative and experiential programs that bring diverse learners of all ages and backgrounds into the world of digital media. Today CDM is entering into an exciting new phase of strategic growth, vibrant real estate development and community transformation to build the digital future here in BC and on the global stage.

CDM is recruiting a part-time Visual Designer to join our team. Reporting to the Manager of Marketing & Communications, the Visual Designer will be responsible for the creation, evolution, and application of visual communication through the lens of CDM's community of learning, teaching, and community collaboration. The Visual Designer will develop compelling user experiences and promote CDM, the Master of Digital Media (MDM) program and other related programs to engage audiences and create brand awareness for the CDM website, social media platforms, and communications to create excitement about the MDM program, encourage student enrollment, and foster a sense of community.

Roles and Responsibilities

Digital Design

- Gather and evaluate user requirements from managers and key stakeholders.
- Propose & present design ideas using various tools (eg. mock-ups, storyboards, prototypes, process flows, and sitemaps).
- Conceive, design and develop visually appealing and dynamic content (for web (desktop/mobile), social and print media to support CDM's brand vision.
- Enhance CDM's brand guidelines and champion graphic guidelines/standards.
- Visualize and design user experiences for web, desktop, mobile applications, communications, and print media and optimize designs based on user feedback and technical constraints.
- Collaborate with students, alumni, faculty and staff to curate and produce user experiences in alignment with brand strategy.
- Work within a cross-functional team and handle multiple projects with tight deadlines.

Website Support

- Align web user-experience journey with marketing and communications goals and branding guidelines.
- Help run content audits, as needed.
- Collaborate with managers to maintain and improve the look and feel of the website as needed.

Qualifications

Minimum Qualifications:

Two to four years' experience designing dynamic visual content for web, social and paid media, with an emphasis on compelling user experiences.

Preferred Qualifications & Experience:

- Experience developing and managing brand.
- Expertise in design & prototyping software.
- Strong understanding of UI/UX strategies and methodologies.
- Proficiency in wireframing, testing, designing and prototyping responsive, performant, flexible and adaptable user interfaces.
- Excellent written communication and documentation skills.
- Demonstrated commitment to justice, equity, diversity, inclusion.

Strong Assets (But Not Required for the Position):

- Experience with best practices for responsive web design.
- Experience with HTML5, CSS3 and JavaScript.
- Experience with video production and/or motion graphics.
- Writing and communications experience.

How to Apply

Please e-mail your resume and cover letter in one combined document, ***along with your portfolio link*** to hr@thecdm.ca.

Equity and diversity are essential to academic excellence. An open and diverse community fosters the inclusion of voices that have been underrepresented or discouraged. We encourage applications from members of groups that have been marginalized on any grounds enumerated under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, and/or status as a First Nation, Metis, Inuit, or Indigenous person. Upon receiving an interview, you may request accommodation for any accessibility needs.

We appreciate all applicants for their interest; however, only those selected for an interview will be contacted.