



PROVIDENCE

GRAPHIC DESIGNER

For nearly a century, Providence has been a Christian academic community in the evangelical tradition that teaches people to grow in knowledge and character for leadership and service. Our vision is to become a leading Canadian Christ-centred university that transforms students into leaders of knowledge, character, and faith to serve Christ in a changing world.

POSITION OVERVIEW

This position reports to the Director of Marketing; however, the Graphic Designer is part of a highly collaborative Marketing and Communications team who work together closely to promote and leverage Providence through its various media. This position manages the design of on-brand, conceptual graphics for web, print, social and events. We are looking for a creative and resourceful individual who is positioned to keep up with ever-changing technology and media standards. Experience in photography would be a welcome asset.

SUMMARY OF DUTIES AND RESPONSIBILITIES

Branding

- Maintain and care for the institutional visual identity (logo, colours, font) and merchandise
- Be an advocate for consistent and cohesive design across departments
- Encourage good design thinking, brand experience, and design-driven storytelling in marketing projects and campaigns
- Work alongside of a team to establish clear and concise brand messaging including brand voice, tone, and personality

Print Design

- Design print materials including institutional magazines, brochures, viewbooks, program guides, advertisements, signage, posters, invite cards, etc.
- Send print ready files to printers when required
- Provide design management for outsourced projects

Digital Design

- Design digital graphics for web and email, as well as for paid social and Google advertising campaigns
- Upload digital graphics, publications, photos and video to the website as needed

Social Media & Analytics

- Plan and manage social media, alongside of Marketing team for institutional (business) accounts on Facebook, Instagram, LinkedIn and YouTube



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- Collaborate with DofM and various departments when creating content and design for paid advertising campaigns on applicable social media ad platforms (i.e., Google Ads, SnapChat, Facebook & Instagram)
- Train and coach internal staff and faculty on social media protocols and management
- Provide analytics (i.e., engagement rate, CTR, etc.) on a regular basis for social media to measure success of content in organic posting, paid advertising campaigns, virtual events, etc.

Photography

- Take photos of events, classrooms, merchandise, campus, facilities, etc.
- Keep an up-to-date archive of staff/faculty headshots
- Plan and execute photoshoots for campaigns and publications as needed

COMPETENCIES

- Innovative thinker/visionary: Able to translate strategic thinking into action plans and output
- Solution minded: Able to give full attention to what other people are saying and to use logic and reason to identify the strengths and weaknesses of alternative solutions
- Initiative: Demonstrate a willingness to take on responsibilities and challenges
- Communication: Have excellent interpersonal communication; able to interact with students, faculty, staff and constituents, internal and external clients, as well as external suppliers and vendors
- Dependability: Fulfill obligations; be reliable, responsible, and dependable
- Attention to Detail: Be attentive to the small details and thorough in completing work tasks
- Creativity: Able to think creatively and imaginatively when tackling projects; be resourceful
- Multi-tasking: Able to work on multiple assignments with minimal supervision while achieving targets
- Time Management and Organization Skills: Able to prioritize tasks and projects; organize/archive design files and media



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PERSONAL COMMITMENT

- An active personal Christian faith commitment.
- A commitment to Christian higher education.
- Support the Providence mission, vision, and values.
- Affirm the Providence [Statement of Faith](#)
- Agree to abide by the Providence [Covenant of Community Life](#)

EDUCATION & QUALIFICATIONS

- One year College or Technical School Certificate in Graphic Design required
- Two years Technical School Diploma in Graphic Design preferred
- Minimum two years of working experience as a graphic designer
- A portfolio of previous design work
- Good knowledge of visual media software and programs, including Adobe Creative Suite (i.e., Photoshop, Illustrator, InDesign), Buffer, and Issuu
- Proficient in all Apple Mac desktop applications
- Expertise on social media platforms and Meta Business Suite
- Photography experience is a definite asset
- Videography and video editing experience is an asset, but not required
- Knowledge of DSLR cameras, audio recorders, teleprompter is an asset, but not required

WORK ARRANGEMENT

- This is a full-time, permanent position at 37.5 hours per week. Occasional evenings & weekends are required.

APPLY

Submit a cover letter and resume by email to:

Kathryn Mulolani, Director of Marketing
c/o Marlin Reimer, Director of Human Resources
Email: hr@prov.ca

Anticipated Start Date: February 2025

Consideration of applications will continue until the position is filled. All qualified candidates are encouraged to apply; however, Canadian citizens and Permanent Residents will be given priority. Applications from members of underrepresented groups are especially welcome. We thank all applicants for their interest. However, only those selected to proceed in the application process will be contacted. For more info, visit prov.ca.