

Job Description

(For Positions in CAW Local 555, Unit 1)

Job descriptions do not include every duty that an individual in a position performs. They are intended to be representative and characteristic of the duties required and the level of work performed. Depending upon the size of the department or unit and its functional activities, incumbents who fall into this category may perform all of the duties listed below or, in the case of large departments or units, may be assigned to designated specialized functions.

JD #:	JD00702	Pay Grade:	9
JD Title:	Senior Designer and Creative Development Lead	JD FTE Hours:	35
Job Family:	AV/Print		

General Description

Responsible for managing design projects from concept to completion. Creates a variety of communication medium requirements for University and community-based clients to meet educational, research, and communication objectives. Provides lead hand supervision to Senior Designers.

Representative Duties & Responsibilities

- Establish and maintain quality standards of work, productivity, scheduling, and work-flow, and provide a professional level of customer service to ensure customer satisfaction.
- Establish cost effective work strategies and calculate critical paths, including deadlines and working schedules in collaboration with associated services and communicate information to clients and production staff.
- Meet and consult with senior management regarding communications.
- Meet and consult with new clients and brief them on the in-house capabilities of the division and the related services available.
- Configure, consult with, and brief project team members on large client projects.
- Delegate and manage freelance artists, photographers and other vendors to provide art files and images to support education and administrative presentation pieces.
- Maintain inventory of operating supplies, software and hardware applications to industry standards and facilitate proper operation of the equipment in-house, in conjunction with department staff and relevant suppliers and trades.
- Remain current with developments in the graphic arts, web, and print design field and keep staff and Senior Management apprised of relevant developments.
- Create and maintain an effective, ongoing archive of all past work files, including fonts and attachments, for all design staff to access.
- Provide professional consultation and expertise to clients regarding needs and solutions, production procedures, timelines, software and hardware usage.
- Adhere to and support the visual identity guidelines set by the University and its partner institutions and participate in the development of guidelines to meet strategic goals.
- Manage the work-in-progress of design staff via an online, searchable document management system.
- Ensure the design team has the equipment, set up and software they need to perform their duties in a convenient and timely fashion.
- Maintain billing standards, workflow management and a central database of dockets in progress.
- Provide clients with informal and formal quotations for artwork and printing services in collaboration with internal and external resources such as pre-press services, printers and manufacturers.
- Maintain records of billable design time and liaise with department account managers to ensure timely and accurate billing of projects.
- Liaise with technology partners to ensure ease of application launch and production finale including network security issues.
- Utilize computer networks and software to transport computer graphic files from desktop computer to other printing devices.
- Coordinate the creative process from design through to delivery of final product and billings.
- Remain current with Canada Post guidelines for various mailing specifications and offer advice to clients for cost

Representative Duties & Responsibilities

- effective solutions to complex mailings.
- Implement and coordinate all departmental online and print marketing campaigns.
- Update and maintain content on the department website.
- Develop original and custom graphic designs and communications including, but not limited to, newsletters, brochures, posters, books and websites to be used for education, fundraising or product and service promotion.
- Interpret information supplied by clients regarding project requirements and provide assistance to sales staff in finalizing needs specifications with clients.
- Develop a cost-effective strategy for all work produced.
- Provide detailed and accurate estimates for all marketing graphics based on print specifications.
- Create and gather text, graphics, illustrations and photo images.
- Complete work order forms ensuring the accuracy of the project and its timelines.
- Write code in a variety of programming languages for internet applications.
- Translate instructions into logical sequences of terms and mathematical equations when coding for web applications.
- Gather and compile pertinent information from clients necessary to complete the work order.
- Research and implement current trends and practices to produce effective communication pieces.
- Liaise with clients and discuss projects to determine the best medium to appeal to the intended audience.
- Proof and edit material for accuracy and completion.
- Troubleshoot technical problems with software.
- Investigate and evaluate suppliers of paper, printing, photography and related services for use in the department.
- Adhere to established University and external deadlines and timelines.
- Maintain and enhance software and hardware skills as department usage and software features are upgraded.

Supervision

- Provide lead hand supervision and is responsible for the quality and quantity of work of others.

Qualifications

- 3 year Community College diploma in Graphic Design or related field of study.
- Requires 4 years of relevant experience.

Effort

Physical Effort:

- A typical work day consists of up to 2 hours of low physical effort for activities such as:
 - Intermittent periods of keyboarding to process documents, enter data into databases and spreadsheets, and maintain accurate records.
- A typical work day consists of greater than 3.5 hours of moderate physical effort for activities such as:
 - Precise placement of objects for graphic design and developing communication materials.
- Elements of high physical effort are not a regular feature of this job.

Mental Effort:

- A typical work day occasionally requires routine mental effort for activities such as:
 - Collecting routine information, and word processing routine documents such as forms and work orders.
- A typical work day consists of up to 3.5 hours of moderate mental effort for activities such as:
 - Establishing and maintaining quality standards of work, productivity, scheduling, and work-flow, and providing a professional level of customer service to ensure customer satisfaction.
 - Establishing cost effective work strategies and calculating critical paths, including deadlines and working schedules in collaboration with associated services and communicate information to clients and production staff.
 - Meeting and consulting with senior management regarding communications.
 - Meeting and consulting with new clients and briefing them on the in-house capabilities of the division and the related services available.
 - Creating and maintaining an effective, ongoing archive of all past work files, including fonts and attachments, for all design staff to access.
 - Providing professional consultation and expertise to clients regarding needs and solutions, production procedures, timelines, software and hardware usage.
- A typical work day consists of greater than 3.5 hours of high mental effort for activities such as:
 - Developing original and custom graphic designs and communications.
 - Designing printed materials with original elements.

Working Conditions

Physical Environment:

- There are no adverse physical environment conditions inherent to the job.

Psychological Environment:

- Occasionally interacts with individuals who may be rude or upset.
- Frequently handles competing requests and simultaneous deadlines.

Health & Safety:

- Risk to the incumbent is no higher than for the general population.

Job Description Rating Sheet

(For Positions in CAW Local 555, Unit 1)

JD #:	JD00702	Pay Grade:	9
JD Title:	Senior Designer and Creative Development Lead	Total Points:	570
Job Family:	AV/Print		

Factor	Subfactor	Level Rating	Points
Skill	1. Applied Reasoning and Analytical Skills	5.0	105
	2. Breadth of Knowledge	2.0	13
	3. Adaptation to Change/Updating of Learning	2.5	17
	4. Interpersonal Skill	3.0	39
	5. Education and Experience	D8	72
	6. Dexterity and Coordination	3.0	21
Effort	7. Physical Effort	3.0	18
	8. Mental Effort	5.0	100
Responsibility	9. Planning and Coordination	3.0	46
	10. Responsibility for Others	3.0	55
	11. Accountability for Decisions Actions Affecting People, Assets, and Information	3.0	66
Working Conditions	12. Physical Environment	1.0	3
	13. Psychological Environment	2.0	10
	14. Health and Safety	1.0	5