



## A Career Opportunity

At UNICEF, we work tirelessly to ensure children survive, wherever children's lives are at risk. As part of the UN, we are active in more countries and have saved more children's lives than any other humanitarian organization.

By embarking on an ambitious campaign, we will reach every child, even those in the most remote and hard-to-reach places with the essentials that every child and every family needs to survive. Because no child is too far.

Consider joining us as our:

### Graphic Designer

(Permanent, Full-time, based in Toronto)

This role is responsible for the implementation of design solutions that meet UNICEF Canada strategies and brand standards. The incumbent will be responsible for a wide range of graphic applications, in both print and digital for prioritized projects within the organization including newsletters, UNICEF magazine, digital campaigns and major proposals. The Graphic Designer presents visual solutions to internal clients (departments) and helps communicate strategies behind design ideas and executions while upholding the UNICEF Canada brand.

The responsibilities of the position will include:

#### **Graphic Design Development (65%)**

Support the organization in visual communication to create multi-media executions that will assist them in meeting their projects goals and targets by:

- Clarify the client's goals for the project, advising the best approach and medium for communication.
- Ensure that the finished artwork delivers the intended messages based upon the designer's knowledge of the client and its customers/ donors.
- Work with writers, programmers, printers, and other professional experts needed to produce the final work, ensuring that their contributions are consistent with the project's goals, vision, mission and values.
- Attend presentations for external agencies, ensuring concepts and ideas are brand and system compliant meeting the project priorities and goals.
- Point person for sharing design materials for other UNICEF National Committees.
- Work with the Business Solutions Team to co-ordinate and develop web-optimized images and other assets.

### *Brand Leadership (20%)*

- Assist in the development of UNICEF Canada brand story. Follow best practices for its development and the brand by ensuring all visual messaging is on-brand, on-target, consistent in terms of style, quality and relevance.
- Provide guidance to external agencies, partners and freelancers to ensure all UNICEF Canada brand rules and regulations are adhered to.
- Review artwork for brand and quality assurance. Review presentations, proposals and other internal material that are public facing to ensure all UNICEF Canada brand rules and regulations are adhered to.
- Under the guidance of the Director, Communications & Brand, assist in a rolling brand education and engagement plan through the organizations 'Brand Champions Team'.

### *Administration (15%)*

- Train and educate occasional in-house freelancers on UNICEF Canada brand, guide in execution of projects and lead weekly status meetings and briefings.
- Lead brainstorming meetings to generate creative solutions with the optimal approach for the desired messaging.
- Archiving project artwork and maintaining project tracking sheets.
- Answers to day-to-day requests for resources: logo files, images, signatures and brand guides.

The ideal candidate will have:

- A Graphic Design diploma or degree from a program that was at least 3 years in duration and included training in (Recommended BA):
  - design process (producing a concept and developing it through to completion)
  - typography, composition, photography & colour
  - information design
  - branding and identity
- A minimum of 2-3 years full-time, post degree, graphics design work experience.
- Highly developed skills in Photoshop, InDesign and Illustrator on a Mac platform.
- Knowledge of HTML5 (an asset).
- Knowledge of current print technologies and processes with experience in seeing projects through to production.
- An understanding of web-user interface design and best practices.
- The ability to manage projects through outside vendors and internal staff.
- The ability to translate and prioritize client requests to job requirements.
- An understanding of the difference between designing for print vs web.
- Excellent attention to detail.
- Excellent organizational skills and the ability to manage multiple projects with tight deadlines.



For consideration, please submit your resume and cover letter to [careers@unicef.ca](mailto:careers@unicef.ca) by **September 30, 2016**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Graphic Designer**” clearly in the subject heading.

UNICEF Canada sincerely thanks all applicants for their expressed interest in this opportunity, however, only those selected for an interview will be contacted.

Consistent with our Child Protection Policy, the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

UNICEF Canada is an inclusive workplace and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.



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