

Impact Starts at [UNICEF Canada](#)

JOIN OUR TEAM AS BRAND CONTENT DESIGNER

Are you a versatile visual storyteller who can translate ideas into impactful content across formats in a fast-paced, purpose-driven environment?

Consider joining **UNICEF Canada** – one of Canada’s most respected and historic charities – and **be part of a high-impact, mission-driven team** working across Canada and globally to create a better world for children.

UNICEF Canada is seeking to recruit a talented and high-performing individual in the role of **Brand Content Designer**.

Position Details

Position Title:	Brand Content Designer
Employment Type:	12-month contract, Full-time (New Role, Vacant)
Reports to:	Creative Director
Direct Reports:	None
Salary Range:	\$75,000-\$90,000 per year annually with benefits and 3 weeks paid vacation
Work Location:	Toronto
Work Environment:	UNICEF Canada currently operates under a Fixed-Hybrid model that requires team members to attend the office at least 2 days/week (Tuesday and Wednesday).

Why UNICEF & UNICEF Canada?

UNICEF is the world’s farthest-reaching humanitarian organization for **children**. Across 190 countries and territories, and in the world’s toughest places, we provide and advocate for education, health and nutrition services. Protect children from violence and abuse. Bring clean water and sanitation to those in need. Keep them safe from climate change and disease. Serve as the world’s largest provider of vaccines. Before, during and after emergencies, we’re on the ground with life-saving help and hope. The needs of children around the world continue to increase and the role of UNICEF is more important than ever.

UNICEF Canada is one of 32 National Committees (NatComs) located in **high-income countries around the world**. Our team exists to fundraise for UNICEF’s highest priorities, and to work neutrally with governments and the private sector in Canada and internationally to advance the rights and well-being of children and youth.

As UNICEF Canada prepares to launch a bold new Strategic Plan in 2026, a key priority will remain on raising funds to support children around the globe. **Be part of this next phase of impact!**

Position Description

Reporting to the Creative Director, the Brand Content Designer is a next-gen creative who can flex across formats: Static graphics and layouts, motion design and video editing.

You're a strategic storyteller and skilled communicator who thrives in a fast-paced, purpose-driven marketing environment. You bring initiative, creativity, and a deep understanding of how visual content can inspire action and build connections.

With a heart for storytelling and an insatiable desire to break through, you craft compelling content that reflects the dignity of the communities we serve and the integrity of our brand.

Key Accountabilities

Content Development (80%)

- Absorb creative briefs and contribute to creative ideation and concept development for campaigns and multimedia storytelling. Generate creative solutions that break through the clutter.
- Design and produce a wide range of content—from static graphics and illustrations to motion graphics, short-form video edits, paid ads, pitch decks, and more.
- Maintain and expand our visual identity across channels. Contribute to a future brand refresh and help shape our next-gen design system.
- Collaborate with various teams to translate messaging and strategy into high-impact creative.
- Create templates, libraries, and lightweight brand guidelines to help the broader team move faster with creative consistency.
- Maintain a consistent tone and messaging across all communications, adapting style and voice as needed for different brands or initiatives.

Collaboration & Project Management (20%)

- Deliver high-quality content that meets project requirements, timelines, and strategic objectives—while effectively managing multiple assignments in a fast-paced, deadline-driven environment working in a project management tool such as Jira or Asana.
- Be able to maintain content archives, ensuring teams have access to the most current materials.
- As part of the Brand Marketing team, actively participate in post-mortems with curiosity and a growth mindset, leveraging data insights to refine messaging, optimize performance, and deepen audience engagement.
- Demonstrate a commitment to continuous improvement by actively participating in training sessions, workshops, and industry conferences. Stay informed about emerging tools, technologies, and best practices to support the creative team's ability to deliver high-impact, innovative work.
- Bring a collaborative, roll-up-your-sleeves attitude—willing to pitch in during peak periods to support the creative team with tasks beyond writing, such as attending shoots, assisting with small design requests, or contributing to production-related activities as needed.

Qualifications

- A strong content creator with a diploma or degree in Art Direction, Communications, Marketing, or a related field.
- Minimum 5 years of experience in Art Direction/Content Creation, preferably within a creative agency or in-house marketing team.
- A portfolio that shows your ability to create clear, compelling, and emotionally resonant content.
- Exceptional design and communication skills, with a keen eye for detail and consistency.

- A flexible creator who can design in static and traditional formats as well as animated and video formats.
- A video storyteller who can write scripts, source footage, complete post-production including edit, text, voice over audio and music.
- Experienced in creating content for diverse audiences across multiple channels, including digital, print, and video.
- A collaborative team player who thrives in a dynamic environment managing multiple projects at a time and welcomes constructive feedback.

An Employer of Choice: What We Offer

UNICEF Canada is where **diverse talent & passion** come together to create **extraordinary impact** for every child. We are committed to being an employer of choice and building a culture that is inclusive, ambitious, compassionate, and high impact.

In this contract role, you would have access to the following employee benefits:

BENEFITS OFFERINGS	<ul style="list-style-type: none"> ✓ Extended Health/Dental benefits, Healthcare Spending Account, and Wellness Account ✓ Life, AD&D, & limited Long-Term disability insurance coverage ✓ Access to an Employee and Family Assistance Program
A COMMITMENT TO WELLNESS	<ul style="list-style-type: none"> ✓ Fixed-hybrid work environment to balance connection and collaboration with the work-life integration needs of our team ✓ Minimum 3 weeks of annual vacation ✓ 10 paid sick days & 2 personal days ✓ 9 to 11 employee wellness days – an additional series of pre-set days off, given annually to further extend long weekends ✓ Discounted rate for a GoodLife gym membership
A CULTURE OF LEARNING & GROWTH	<ul style="list-style-type: none"> ✓ Access to a comprehensive global learning platform with over 1600 courses, webinars & resources ✓ Internal leadership development, training, & mentorship programs that integrate Anti-Racism and diversity, equity and inclusion principles ✓ Opportunities to access both local & global stretch assignments
AN INCLUSIVE & PURPOSE-DRIVEN WORKPLACE	<ul style="list-style-type: none"> ✓ Centrally located head office in mid-town Toronto with satellite offices in Calgary & Montreal ✓ Easily accessed by public transit and a short walk from several parking locations ✓ Inclusive & accessible co-working and meeting spaces designed to foster purpose at every turn and accommodate the diverse needs of employees
A CHANCE TO DO MEANINGFUL & LIFE-CHANGING WORK	<ul style="list-style-type: none"> ✓ Under the leadership of a dynamic, accomplished, and experienced executive leadership team, you'll be part of a diverse & talented Canada team committed to creating meaningful impact while fostering an inclusive and supportive work environment. ✓ You'll join a global UNICEF family with a shared commitment to impact the lives of children

Our Commitment to Inclusive Workplaces & Recruitment

UNICEF Canada is an inclusive workplace and is committed to championing diversity, equity, inclusion, and accessibility. Requests for accommodation can be made at any stage of the recruitment process.

At UNICEF Canada, we believe strongly in personal connections, and our hiring process is entirely human-driven. We do not use AI or automated systems to review applications or conduct interviews. Each candidate is evaluated by our experienced team to ensure a fair and thoughtful hiring experience.

How to Apply

Please submit your resume and cover letter as one document to careers@unicef.ca by **11:59 PM EST by Wednesday, December 31, 2025**. Please include your salary expectations in your cover email and reference **Brand Content Designer** in the subject heading.

UNICEF Canada thanks all applicants for their interest in this opportunity; however, only those selected for an interview will be contacted. Consistent with our Child Safeguarding Policy, all successful candidates must receive clearance by a police background check (including a vulnerable sector screen).

