

Job Description

Job Title:	Design Lead
Job Category:	Professional
Reports to:	Manager, Enterprise and Digital Marketing

SUMMARY

As a member of the Enterprise and Digital Marketing team (within HEC's Communications and Marketing department), the Design Lead is responsible for supporting the development of branded design products that help build awareness of and engagement with HEC. This role creates and/or oversees a wide variety of designed outputs and visual products, working with staff across the organization to turn creative ideas into effective content. They are a steward of HEC's visual brand, ensuring it is applied consistently and effectively in different contexts. Proficiencies related to this role include technical layout and design knowledge, creativity, project management, and visual brand development and management.

DUTIES & RESPONSIBILITIES

- Leads the design and layout of a wide range of products, including reports and other knowledge products, presentations, promotional and marketing materials, and website elements.
- Develops basic multimedia content that combines different content forms including original graphics and illustrations, video footage, text, audio, etc.
- Collaborates with colleagues to determine requirements for design and multimedia products, coordinate reviews and approvals, and inform communications strategies.
- Develops and maintains product templates, including letterhead, business cards, reports, presentations, etc.
- Helps coordinate production processes, including printing.
- Helps establish and supports the use of guidelines and best practices related to product layout, visual design, multimedia production, and accessible design.
- Maintains and facilitates access to HEC's visual asset library, including logos and shapes, photography, illustrations, etc.
- Ensures HEC's visual brand identity is effectively maintained and delivered.
- Leads the design and procurement of swag and promotional products.
- Supports the design and delivery of HEC's corporate event strategy and booth presence.
- Collaborates with agencies and vendors, coordinating contracts and invoicing.

- Applies principles of accessibility and AODA compliance to produce compliant content and products.
- Supports budget management, including setting annual budgets and quarterly forecasting.
- Other duties as assigned.

EDUCATION & EXPERIENCE

- Bachelor's degree or diploma in graphic design or a related field – or equivalent skills and experience, is required.
- Minimum of three (3) years of progressive experience in a similar function is required.
- Demonstrated knowledge and use of Adobe Creative Suite (InDesign, Photoshop, and Illustrator).
- Specialized knowledge of formatting and document layout, pre-press and print production processes, and electronic/on-line document distribution/dissemination.
- Advanced computer software skills in Microsoft Office suite and virtual environment.
- Bilingual in French and English is preferred (English Communication at the Advanced “C” level is required).

SKILLS & COMPETENCIES

- Excellent project management skills, including a demonstrated ability to plan and deliver multiple design projects simultaneously on time and within budget.
- Solid understanding of design best practices and emerging tools/approaches.
- Applying creative approaches for reaching audiences through design products.
- Highly developed interpersonal and teamwork skills.
- Positive approach to addressing challenges and opportunities and providing constructive input on shared projects.
- Comfortable working in a self-directed way on multiple initiatives.
- Ability to work well in a dynamic and highly motivated team.

MANAGEMENT/SUPERVISORY AND ADVISORY RESPONSIBILITY

Direct Supervision: No direct/ indirect reports.

Provides functional advice: Provides recommendations and advice to Programs/Strategic Initiatives on various elements of design and visual branding.

CONTACTS

Internal: Establishes and maintains effective relationships with all employees at all levels.

External: Maintains effective relationships with vendors and suppliers, patient partners and/or those delivering care, and communications leads/teams at other organizations.

EFFORT & WORKING CONDITIONS

Effort: Regularly required to manage several tasks simultaneously over an extended period, and juggle multiple competing priorities with occasional urgent situations.

Working conditions: May be required to engage in local or overnight travel. Is required to occasionally extend hours of work to meet work demands and occasionally expected to work evenings and weekends during peak periods. Frequently interrupted.