



City of Oshawa, located just a short 30-minute drive from Toronto, is a progressive city of 172,000 people and is the economic engine of the eastern Greater Toronto Area. Our strategic pursuit of sustainable growth, excellent community service delivery and co-operative partnerships have enhanced our quality of life advantage, while maintaining a strong commitment to fiscal restraint.

Job Title: Regular Full-Time Multimedia Design Specialist

Posting Number: 004814

Department: Office of the Chief Administrative Officer

Branch: Corporate Communications

Location: City Hall

Posting Start Date: 2024/05/02

Posting End Date: 2024/05/24 by 4:30pm

Employment Group: Exempt

Salary Grade: N-\$88,119 - \$103,671 per annum

Standard Weekly Hours of Work: 36.25

Shift Work Required: No

Job Description

Reporting to the Director of Corporate Communications or designate in the Corporate Communications Branch, the Multimedia Design Officer is responsible for managing the City brand and providing creative design services that advance the City's image and promote Oshawa as a community of choice. The successful candidate will provide strategic creative expertise and develop a wide range of innovative design solutions, creating impactful multimedia content that is strategically tailored to various communications mediums and channels.

Responsibilities:

- Conceptualize, design and create impactful multimedia across all channels, including print, digital, web and social media
- Design engaging and tailored print and digital materials, including promotional materials, newsletters, signage, infographics and videos
- Manage production of print materials and signage, including quoting and approvals, delivery, distribution and installation
- Liaise with Branch colleagues and business areas to strategize on integrated print, digital and video campaigns that support the City's communications plans and the Oshawa Strategic Plan
- Attend City events and facilities to capture engaging photo and video content
- Manage the City's multimedia inventory / libraries (photos, videos, consent forms, digital assets)
- Provide strategic advice on brand and visual communications, best practices and emerging trends
- Develop and manage corporate Multimedia Design guidelines, procedures and best practices
- Develop and manage templates in Adobe, Canva and e-newsletter tools reflecting the City brand and established City design standards
- Ensure all uses of the City's visual image, identity and design standards adhere to corporate policies, procedures and reflect industry best practices
- Manage requests for use of the City logo and provide direction to internal business areas and external partners/vendors on appropriate use of the City's brand and visual identity
- Ensure designs, materials and videos are inclusive and comply with the Accessibility for Ontarians with Disabilities Act (A.O.D.A.)
- Manage the City's YouTube channel; develop K.P.I.s and analyze video analytics and translate insights to strengthen future videos
- Participate on the City's internal Website Editor Working Group and internal Social Media Working Group
- Develop and implement timely graphics and communications content during crises and emergency situations, including in the Municipal Emergency Operations Centre

Requirements:

- Completion of a university or college degree/diploma in or with a specialization in Graphic Design, Visual Design, Videography or a related field plus a minimum of four (4) years of professional experience providing multimedia design services
- Minimum two (2) years of experience in brand management
- Strong portfolio that demonstrates superior knowledge of design principles, colour theory, hierarchy, typographical, layout and production across a range of print and digital media

- Excellent interpersonal skills to deal effectively and tactfully with a broad range of elected officials, staff, external agencies, community partners and other levels of government
- Excellent communication skills with a strong ability to clearly present designs and creative concepts and build alignment among clients
- Proven ability to conceptualize, shoot and edit short-form and long-form videos for various audiences and channels
- Proven ability to manage production of print materials and signage, including quoting and approvals, delivery, distribution and installation
- Extensive knowledge of A.O.D.A. graphic design standards
- Strong knowledge of current digital design best practices
- Excellent project management and organizational skills with the ability to work under pressure with short deadlines
- Possess initiative and self-reliance with ability to work independently or as a team member
- Certified R.G.D. accreditation is considered an asset
- Advanced proficiency using Adobe Creative Suite (e.g. InDesign, Illustrator, Photoshop, Premiere Pro, After Effects and Audition) to create multimedia designs and videos
- Proficient in Microsoft Office Suite, Canva, and DSLR and video cameras
- Must be willing to work after hours and on weekends, as required
- Possession and maintenance of a valid, unrestricted Ontario Driver's License, minimum Class "G"

Apply online at: <https://oshawa.jobs.net/en-CA/search>

This position is eligible for hybrid work.

As a condition of employment, the City of Oshawa will require successful candidates to undergo a Criminal Records and Judicial Matters Check.

Please be advised that position location as noted is at the time of posting and is subject to change, as required due to operational needs.

The City of Oshawa is situated on lands and waters within the Williams Treaties Territory, home to seven First Nation communities of the Michi Saagiig and Chippewa Anishinaabeg, who have cared for and maintained these lands from time immemorial and continue to do so to present day. [Learn more](#)

We are an Equal Opportunity Employer in accordance with the Accessibility for Ontarians with Disabilities Act, 2005 and the Ontario Human Rights Code (OHRC). The City of Oshawa promotes the principles of diversity, equity and inclusion and adheres to the tenets of the Canadian Human Rights Act and the Ontario Human Rights Code. The City of Oshawa encourages applications from women, Indigenous Peoples and persons of all cultures, ethnic origins, religions, abilities, ages, sexual orientations, and gender identities and expressions.

The City of Oshawa will provide accommodations throughout the recruitment and selection and/or assessment process to applicants with disabilities and/or needs related to the OHRC. If you require an accommodation during the recruitment process or assistance with the application process please contact Human Resource Services. Personal information provided is collected under the authority of The Municipal Freedom of Information and Protection of Privacy Act.