**BOARD OF EDUCATION**

**Saskatoon School Division No. 13**

**P O S I T I O N D E S C R I P T I O N**

**Position: GRAPHIC ARTIST / BRAND CONSULTANT**

**Immediate Supervisor: CHIEF TECHNOLOGY OFFICER**

**Core Function:**

Based on electronic, written or verbal instructions from school-based and central office staff, the Graphic Artist/Brand Consultant produces graphics to be used in various learning materials and school division promotional publications. The Graphic Artist/Brand Consultant acts as a brand consultant for the division. This position also assists in the preparation of and maintenance of billing records.

**Duties and Responsibilities:**

1. Designs all print materials using a wide mixture of media and computer graphic software, (e.g. Photoshop, Illustrator, PageMaker, etc.) while working in a PC and Mac environment.
2. Acts as a brand consultant for the division to ensure that the brand of division, schools and departments are represented consistently and professionally.
3. Participates in planning and developing division-wide marketing strategy and initiatives.
4. Creates, builds and implements marketing materials to support the marketing strategy.
5. Ensures the division’s brand remains contemporary and supports the progression of the school division.
6. Assesses the division marketing and brand at a school and division level to ensure consistency.
7. Acts as a creative consultant for division employees and departments.
8. Provides design support to division partners and events including joint campaigns, announcements, and other employee celebrations.
9. Assists with the visual identity for the division and SPS Foundation events.
10. Consults with internal printers regarding papers, formatting, coordinating deadlines, etc.
11. Consults with external printers and suppliers regarding specifications, costing and project timelines.
12. Assists at photo shoots to provide feedback and design ideas.
13. Works with all school-based and Central Office staff to meet established deadlines on graphic projects.
14. May assist other staff to perform related tasks and performs such other duties as may be assigned to meet organizational deadlines and objectives.

**Qualifications**

1. Grade 12 or equivalent;
2. Successful completion of post-secondary training in graphic arts, graphic design or related field.
3. Three years of directly related commercial experience. A combination of education and experience may also be considered.
4. Knowledge and experience using color and black & white production digital copiers/printers.
5. Knowledge and experience with corporate branding.
6. The ability to work independently, as well as in a team environment under tight deadlines.
7. Excellent computer skills with a demonstrated proficiency in graphic software applications.
8. Excellent interpersonal, communication and customer service skills.

June 15, 2022