

GRAPHICS AND WEB DESIGNER

We're Waterloo EDC, the investment promotion agency for Waterloo Region.

Waterloo EDC is not an organization that sits back and watches things happen. We **make** things happen. We are a dedicated and passionate team that works hard to ensure our community grows and thrives.

We are the first point of contact for those looking to locate, relocate or expand in Waterloo Region. Waterloo EDC is in the heart of Waterloo's Innovation District, surrounded by tech leaders and entrepreneurs. In just three years, we have attracted more than \$600 million in new investment to our community.

Are you passionate about graphic design and looking to make a real difference in the Waterloo community? We are looking for a talented, self-motivated and energetic candidate to work with our Marketing and Communications team in a collaborative and engaging environment.

This unique opportunity will provide you with great design and web management experiences for you to use in your professional life. In the context of our small team, this role will take on projects and responsibilities as varied and significant to the organization as any full-time team member.

JOB SUMMARY

We are looking for a creative individual with design and web (CMS) experience to create and complete various promotional materials. You will support the activities of the Marketing and Communications team in promoting Waterloo Region. You will gain experience with graphic design and promotional layouts, web design with a content management system (iCreate), digital advertising and content development, market research, video editing, website analysis, and other duties as required.

What you'll do

- Collaborate with the Marketing and Communications team to deliver high quality, measurable partner and prospect engagement pieces that meet our brand
- Promote Waterloo Region to our target audience of international decision makers and site selectors
- Design various pieces to promote the Waterloo Region, including: postcards, brochures, infographics, presentations, booklets, digital ads, and more.
- Update the website with new graphics, content, and perform a UX audit
- Edit video footage into key asset pieces to be hosted on social media
- Work with key community stakeholders to promote the Waterloo Region
- Support the marketing and senior leadership team with the creation of presentations
- Analyze target markets, competitors, and website analytics
- Provide input and feedback on marketing and communications strategies
- Prepare website reports by collecting, analyzing, and summarizing data



- Support the Marketing and Communications team in various other functions as needed

EXPERIENCE

Skills required

- Experience using Adobe Illustrator or InDesign
- Basic HTML coding skills
- Video editing experience an asset
- Strong desire to innovate/develop new marketing initiatives
- Business professional level of writing and marketing copy production (in English)
- Ability to proofread for spelling, grammatical or typographical errors
- Experience with Google Analytics and Ads an asset
- Experience with MS Office an asset

Your competencies

- Creative and know the current design trends
- Enthusiastic about design and the Waterloo Region business community
- Motivated and able to work both independently and collaboratively
- Strong time management skills
- Ability to manage competing priorities while meeting multiple deadlines
- Strong attention to detail
- Willingness to learn

JOB REQUIREMENTS: The Government of Canada is funding this job through the Canada Summer Jobs program. You must be between the ages of 15 and 30 and be legally entitled to work in Canada. International students are not eligible. [Learn more.](#)

LOCATION: The Tannery – 151 Charles Street W, Kitchener, ON

WAGE: \$16 - \$20/hr, depending on your experience level

SCHEDULE: Starting June 3 until end of August, 2019 (flexible end date), 30-35 hrs per week.

PLEASE SUBMIT: Your resume with cover letter and a portfolio or your designs projects to careers@waterlooredc.ca

DEADLINE: 12pm (noon), May 28, 2019



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