

DIGITAL CONTENT/MOTION GRAPHIC DESIGNER

TERM: P/T STAFF CONTRACT

Canadian Centre for Civic Media and Arts Development Inc. operates as VX3 Exchange. We strive to empower the Canadian Afro-Caribbean community (*and other key demographics*) by way of **producing media and experiential content** that engages with a broader audience. We collaborate with frontline members of the community in media and the arts to create experiences that inspire **CULTURE, CREATIVITY** and **CONNECTIVITY** across Canada. Find out more about us at: www.vx3exchange.com – We are home to [VIBE105](http://www.vibe105.com) (105.5FM) Toronto.

We want YOU to join our team!

Digital Content/Motion Graphic Designer Outline:

The role of the **Digital Content & Motion Graphic Designer** for VX3 Exchange and VIBE105 is to provide creative direction and support the execution of promotional campaigns for both physical and digital media platforms including motion graphics. Specifically, the role will communicate with department leads to conceptualize and design creative art solutions that further awareness of our broadcast, acquisitions, marketing and video production initiatives.

The **Digital Content/Graphic Designer** role is a **Seasonal Term position** (*with great potential to continue throughout the year*). The position will work in conjunction with other departments throughout the organization to ensure continuity of visual assets and execution of creative campaigns for seamless year-round engagement for print, digital and swag/apparel.

Meetings between the Lead Strategist and the **Content Manager** will take place on a regular basis (remote).

***NOTE: DUE TO ONGOING HEALTH RESTRICTIONS - OPERATIONS WILL SUPPORT A HYBRID OF REMOTE & ON-SITE**

Responsibilities:

The (*Seasonal*) **Digital Content/Graphic Designer** will be tasked with:

- Design physical and digital media assets for a variety of organizational campaigns related to the brands of VX3 and VIBE105.
- Meet with identified department and/or project leads to develop creative campaign solutions
- Work within the provided agency Brand Standards to develop consistent, relevant and timely design campaigns.
- Developing templates that allow for efficiencies toward group success and collective contributions to social media platforms and synced print campaigns.
- Offer innovation and input on design concepts and creative direction
- Update/Design Web tiles and assets that support the completion of vibe105to.com and vx3exchange.com sites.
- Complete design and development of campaign assets within prescribed deadlines.
- Communicate openly with direct supervisor(s) to ensure timely execution and/or resourcing of creative design projects

- Contribute to the capture and design of graphic/video assets used to enhance the various online experiences
- Facilitate other tasks and duties as they relate to the role.

Qualifications:

- Must be enrolled in a Digital Media or Graphic Design stream at the post-secondary level
- The candidate must have previous experience developing/designing creative art campaigns
- Manage time effectively to ensure measurable qualitative and quantitative results
- The successful candidate must have experience on Apple OS/X platforms and full grasp of Adobe Creative Suites
- The successful candidate must be comfortable working within deadlines and meeting imposed timelines dictated by the project/campaign
- Experience with visual layout and design tools (*incl'd Adobe Creative Suites on Apple/PC platforms*)
- Possess a natural eye for visually appealing design and creative user-friendly schemes
- Experiences and/or comfort using project workflow APPS like Trello (*preferred*) and/or Slack
- In-depth use of social-media platforms such as Instagram, Twitter, Facebook, etc.

Contract for P/T hours, Approx. **\$20-21.50 CAN** per hour / **10-15hrs p/wk** (*additional hours dependant on projects*)

Deadline: April 11th, 2022 by 5:00 pm EST

VX3 Exchange (CCCMAD Inc.) is an anti-sexist, anti-racist, anti-homophobic, anti-oppressive employment environment; and is committed to a diverse and equitable workspace. Only candidates selected for an interview will be contacted.

Job Contact Information - Send Submissions to:

Randy Reid, CEO/Lead Strategist

VX3 Exchange

c/o YU – 1st TS Centre, Suite 413
4700 Keele Street Toronto, ON M3J 1P3

Email: jobs@vx3exchange.com Fax: (416) 650-8052

Salary: **\$20-21.50 CAN** (*starting base D.O.E.*)

Terms:

Full-Time Contract (*with potential for extension*)

Start Date: April 1st/2022

End Date: April 31st/2023 (*all contracts reviewed for renewal annually*)

Upon appointment, the role will be required to work flexible hours and complete a determined observation period. If necessary, the candidate will be provided with the necessary trainings during the first two weeks of their appointment. *Note: If identified, these trainings will then be compulsory. **ONLY CANDIDATES WITH PREVIOUS EXPERIENCE WILL BE CONSIDERED FOR THIS ROLE.***