

## Multimedia Designer (one-year contract)

### About this opportunity

It's going to be an exciting and transformative year for Actua's brand, and we need some design help! Actua is Canada's largest science, technology, engineering and mathematics (STEM) outreach organization, and we're looking for a Multimedia Designer to develop concepts, design and facilitate production of our print and materials. This person will also be responsible for developing dynamic and compelling multimedia content for Actua's websites and digital platforms, including motion graphics, web templates, social media graphics, presentations, videos, etc. The ideal candidate is a compelling storyteller who knows how to educate, engage and inspire audiences in a way that aligns with Actua's unique brand identity.

This is a full time fixed term position located in Ottawa, reporting to the Director of Communications. The position will start as a one-year contract with the possibility of renewal.

### What you will do

- Conceptualize, design and produce creative print and digital materials. Actua's Multimedia Designer will play a critical role in supporting the design needs of the entire national organization. This is both a proactive and reactive role where you will be expected to bring forth new multimedia content ideas that serve Actua's marketing and communication objectives, but also be ready to react and support the design needs of other departments in shorter lead up times. Examples of content include but aren't limited to: videos, social media assets, infographics, survey reports, presentation materials, proposals, national conference materials, newsletters, advertisements, annual reports and more.
- Design and produce consistent Actua branding material for Actua's 43 university and college based network members. Actua represents a network of 43 university and college based member programs across the country. The Multimedia Designer will be responsible for creating print and digital content to promote the work of network members, as well as content that can be used by network members themselves. For instance, shareables or videos for social media.
- Oversee and implement Actua's visual brand guidelines, as well as manage all brand assets, to ensure any marketing and communication materials produced by Actua and its network members are consistent, of a high-quality and enhance and maintain Actua's brand integrity.

- Lead the production of videos. The person in this role will have strong videography production and editing experience and skills. Actua has a wide range of video needs, from capturing our programs on the ground, highlighting special events, interviewing key stakeholders, promoting our national programs, as well as the work of our network members and outreach team. Given the current context, we are also looking for someone who can put together training videos in place of our face to face training of teachers and program instructors.
- Design website assets and templates. Actua's website is home to all of its national work. We often have new programs or projects to feature and need someone who can work closely with our Director of Technology to design branded web material and templates that provide a great user experience.

## About you

- You are exceptionally creative and talented in graphic design. You have an innate ability to present complex content into something visually attractive and easy to digest.
- You are a great team player. You are excited about the opportunity to work with multiple teams to propose new ideas and help bring their vision to life.
- You are a self-starter. Where you have gaps in your own understanding, you're a self-motivated learner that loves to explore, and you can quickly pick up new concepts and ideas independently.
- You are an expert in your field. You love working with design technology and manipulating it for the purposes of learning. You spend your free time keeping up with the latest digital design trends and minds. You are eager to share your excitement and new-found knowledge and skills with others, both in your team and beyond.

## Qualifications

- Bachelor's Degree or Diploma in Graphic and/or Multimedia Design, Communications, Marketing, Public Relations or related field
- Ability to create and manage print-ready files
- Experience designing, producing and delivering a variety of print and digital assets for different target audiences including powerpoint presentation, infographics, online ads, microsites and social media applications
- Meticulous attention to detail and quality
- Experience shooting and editing video

- Up to date on current design trends and technology
- Deep understanding of digital marketing and content strategy/production
- Must be able to work under deadline pressure and manage multiple projects across multiple teams
- Excellent oral and written communication skills
- Proficient with Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.)
- Knowledge of HTML/CSS is an asset

## Why Work With Us

In this role, you will have the opportunity to make a national impact by joining an organization that is committed to breaking barriers to STEM. Actua's National Indigenous Youth in STEM (InSTEM) Program, National Girls Program and other programs are designed to engage underrepresented and underserved youth populations across Canada. Each year, Actua and its growing network of 43 college and university-based members engage over 350,000 youth in exciting, hands-on experiences that help build their skills and confidence in STEM. We anticipate continued growth over the coming years, which will provide tremendous opportunity for you to grow with us.

This is your opportunity to join our vibrant team-driven environment while working in a youthful, fast-paced and fun culture. This role is based in our Ottawa office, which is centrally located in the Byward Market. We offer a competitive salary. For more information about us, please visit [www.actua.ca](http://www.actua.ca).

## To Apply

Please submit your cover letter and resume as a single PDF document on the Actua employment page. If you have work samples, such as a professional portfolio and/or links to campaigns you have developed, please include them with your application. The position will remain open until a suitable candidate is selected. Please note that while we appreciate all applications, only those candidates selected for an interview will be contacted. Actua is an equal opportunity employer and is committed to accessible employment practices. If you have a disability and require accommodation for any part of the selection process, please notify us and we will work with you to meet your needs.