

Senior Graphic Designer

POSITION SUMMARY

The Senior Graphic Designer is responsible for communicating Conviron as the leader in its industry through the expert use of imagery, color and layout of all graphical elements appearing on the product and in all marketing media and collateral in print, digital and video format.

RESPONSIBILITIES & DUTIES

Graphic Design

- Designs the layout, treatment of copy and use of imagery, info graphics, icons and illustrations for all digital and printed marketing collateral including: website/tablet/mobile applications, brochures, sell sheets, datasheets, specifications, manuals, tradeshow graphics, internal and external newsletters, stationery and advertising
- Handles the storage, distribution, record keeping and all admin level responsibilities for disseminating digital files and printed marketing materials within the organization
- Provides expert input on the industrial design of product

Web & Interactive Media

- Designs, monitors and refines the website to improve and refresh graphics and content in order to keep pace with best practices and improve search engine results
- Investigates and implements leading edge web features or technologies to keep websites current and modern
- Creates online forms to capture messages and contact info from potential clients
- Creates dynamic infographics to communicate key messages
- Edits video and audio tracks for use in online media
- Designs and builds electronic newsletters

Brand Management

- Ensures consistent and innovative application of branding elements in all marketing communications and media
- Constantly challenges the esthetics and performance of marketing materials ensuring their graphic design best portrays the company's brand image.
- Develops and manages the corporate identity/style guide

Since 1964, Conviron has been delivering controlled environment solutions to research facilities around the world. With clients that include many of the world's largest corporate and academic research institutions, our products are relied on where precise environmental control is essential.

Social Media

- Create and/or maintain home pages on social media sites that promote brand and industry leadership
- Monitor social media for meaningful content and post/repost appropriately to generate awareness, traffic and leads
- Investigate new social media opportunities and means of sharing news and content
- Train others in social media usage to maximize leverage of professional networks

Software UX Design

- Works in collaboration with Control Systems teams to provide the graphic design and/or direction for UX, including screen layouts, icon design, colors, fonts and other elements

Creative Direction

- Provides creative direction to consultants contracted for specific marketing projects such as 3D modeling, animation, videography and photography
- Investigates, sources and customizes promotional materials.

Other duties as assigned.

REQUIRED SKILLS AND ABILITIES

This position requires a university or college level degree/diploma in graphic design.

Candidate should have a minimum five years of experience in multimedia graphic design roles in manufacturing or technology environments in dynamic B2B businesses. Candidate should be proficient in the following areas:

- html code, Javascript, jQuery
- Macintosh OS and Windows
- InDesign, Illustrator, Photoshop, LightRoom, Acrobat Professional, AfterEffects, Premier Pro, WordPress, Drupal, YouTube, Microsoft Office (incl. Word, Excel, Powerpoint, Outlook)
- Digital SLR photography, including basic product staging and lighting

- Video creation and editing including video, motion graphics, captions
- Marketing automation software and Google Analytics

In addition, Candidate should be:

- Familiar with print production and preparation
- Capable of working independently and/or cooperatively in a team
- Strong organization, problem solving and communication skills
- Able to work in high pressure/fast paced environments

Convion is an innovative and entrepreneurial organization built on the expertise of our people. We are committed to attracting and retaining the best employees to ensure we meet our clients' ever-changing needs. Our employees enjoy competitive salaries, benefits and reward programs, within a dynamic work environment. Convion recognizes that our continued success is dependent upon the capabilities and self-motivation of our people, and therefore encourages and supports employees' continuous growth and development.

POSITION DURATION

Permanent, full time

LOCATION

Winnipeg

RATE OF PAY

The successful applicant will be remunerated based on their skills and experience.

DATE OF POSTING

August 29, 2017

CLOSING DATE

Once suitable candidate is selected

Applicants should submit a resume for consideration to:

Convion
590 Berry St.
Winnipeg, MB R3H 0R9

Attn: Human Resources

OR

Email: hr@convion.com

Include the title Senior Graphic Designer in your subject line.

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