Job Posting: **Design & Communications Specialist**

**Location:** Simon Fraser University (SFU) - Surrey, Burnaby, and Vancouver (alternating locations)

**Compensation:** $21 - $22/hour + benefits

**Hours of Work:** 30 hours per week

**Work Term:** 8 month contract

**Start Date:** September 10, 2018 - May 6, 2019

**Application Deadline:** August 6, 2018 at 11:59 pm

Embark is an independent, student-led not-for-profit based out of Simon Fraser University that empowers the next generation of student sustainability leaders through our grant, advocacy, and student-designed programming. Our work is supported by the 35,000+ undergraduate and graduate student members that we represent.

We are seeking a Design and Communications Specialist for the 2018-2019 year to increase our brand awareness and connect with our membership about sustainability topics. Using Embark's brand guide, the ideal candidate will maximize their creativity to produce eye catching designs and continually seek out innovative ideas within the field of digital engagement to improve their work. The Design and Communications Specialist is responsible for the creation of graphic and visual assets as well as the planning, development, and implementation of Embark's digital engagement strategy across a variety of outlets. On a day-to-day basis, the Design and Communications Specialist can be found drafting social media content, releasing our monthly newsletter, updating the information on our website, iterating a graphic design for one of our programs, or writing press releases.

Additionally, the Design and Communications Specialist will be tasked with other administrative duties as assigned, including room bookings for staff and volunteers, responding to general student inquiries, and co-administering the Social Innovation Seed Fund totalling $10,000 per year. This position reports to and works closely with Embark's Executive Director.

**Responsibilities**

**Design & Visuals**

- Create graphic design assets, including illustrations, for the website and social media channels to promote Embark's opportunities, events, and programs.
- Take photographs and record videos at Embark events and edit consistently to suit Embark's overall brand.
- Print physical copies of materials as needed for promotional and outreach purposes.

**Communications**
• Develop and implement Embark’s overall digital engagement strategy, including media-related campaigns, to expand Embark’s presence on the SFU campuses and beyond. This should include, but is not limited to, the following tasks:
  ○ Generate and post social media content
  ○ Draft press releases
  ○ Coordinate the development and submission of blog posts from volunteer student blog writers
  ○ Compile information for and release the monthly newsletter
• Create content plan and social media schedule.
• Update the information on the website to reflect current and upcoming opportunities, events, and programs.
• Monitor engagement using Google Analytics and conduct regular social media analysis.
• Mentor media volunteers to build skills and contribute to Embark’s online presence through content creation in the following areas:
  ○ Blog writing
  ○ Podcast hosting and editing
• Liaise and maintain good working relationships with news media organizations and act as Embark’s media contact.

Administrative
• Respond to student inquiries through email and in person.
• Organize, manage, and communicate with students involved with or interested in media volunteer opportunities.
• Liaise with SFU Meeting, Events, and Conference Services to book rooms, equipment, and catering for Embark’s programs and events.
• Co-administer the Social Innovation Seed Fund and related processes, including application intake, application review, funding approval, evaluation, and project reporting.

Accountability and Reporting
• Provide a written summary of impact and activities for our Annual Report.
• Keep records of the design material created for Embark’s programs.
• Maintain a database of media contacts and press releases.
• Attend regular staff meetings and communicate with supervisor.

Ideal Candidates Are:
• Eager to learn about current approaches within the field of digital engagement.
• Creatively inspired when working with the following mediums: graphic design, photography, and videography. You have demonstrated success in producing visual content and engaging communities online.
• A post-secondary degree in interactive arts and technology, communications, public relations, journalism, marketing, or a combination of related work and educational experience is an asset.
• Self-motivated, take initiative, and work effectively within a team.
• Known for an outstanding attention to detail and eye for brand consistency.
• Strong knowledge of Adobe Creative Cloud Suite applications (e.g. Photoshop, Illustrator, Lightroom) for photo editing and graphic design.
• Exceptional at writing, editing and communicating.
• Comfortable following design requirements outlined in the Embark brand guide.
• Interested in working within a student- and learning-oriented organization.
Benefits:
- Compensation benefits include a 2-zone transit pass, vacation time, and extended medical coverage.

To Apply:
Prepare the following documents and submit them to erin@embarksustainability.org with a subject line of the following format: "First name Last name, Design & Communications Specialist, Application 2018."
- A brief cover letter and resume in a single pdf document
- A digital portfolio with your design work
- Links to or screenshots of posted professional social media content that you created

Applications will be accepted until August 6th at 11:59 pm.

If invited for an interview, you will be asked to complete a design mock-up using the Embark brand guide. Instructions will be sent to short-listed candidates.