



COORDINATOR, GRAPHIC DESIGN AND DIGITAL PRODUCTIONS (ATHLETICS)

Wilfrid Laurier University is a leading Canadian university renowned for its extraordinary learning environment and student-focused educational experience. As a comprehensive university with more than 19,000 students, Laurier has grown rapidly in research intensity while at the same time preserving its well-earned reputation for undergraduate and graduate teaching and learning excellence. With a multi-campus and multi-community culture, Laurier offers students an exceptional range and depth of more than 100 academic programs taught by award-winning lecturers across nine faculties *across locations in Waterloo, Brantford, Kitchener, and Toronto*. As a leader in higher education for more than a century, the Laurier experience is truly transformative as embodied in its institutional proposition: *Inspiring lives of leadership and purpose*.

Reporting to the Associate Director, Business Operations, the Coordinator, Graphic Design and Digital Productions is responsible and accountable for planning, creating, and delivering digital and print content in support of integrated marketing and communications programs. The incumbent will be responsible for the branding and imaging of all impressions that are used by the department while developing and growing social media strategies and tactics that enhance the Department's engagement and brand amongst the University Staff, Faculty, and Students. Social media strategies and branding also serve the external community, including Wilfrid Laurier University Alumni, donors, parents, USports, and Ontario University Athletics (OUA).

The incumbent is responsible for executing the department's creative services and ensuring that a full range of graphics communication services (print design, web content design, multi media design, social media, and photography/videography) are provided for Athletics and Recreation and other departments within Wilfrid Laurier University. The incumbent must also work collaboratively within the broader Wilfrid Laurier University communications (social media and branding) framework.

The ideal candidate will possess a diploma in Broadcast, Digital Marketing or other related disciplines with a minimum of four years' experience in Digital Media-Video Production. In addition, the incumbent will be proficient in Final Cut Pro X, Adobe After Effects, Adobe Premier, Apple Cut and/or other related platforms, as well as familiar with professional cameras. The incumbent will have demonstrated excellent written and oral communication skills, as well as time management skills and the ability to prioritize and adapt to a rapidly changing environment. Proficiency with streaming technology, Microsoft Office Suite and Google Drive and Google Docs are essential.

Wilfrid Laurier University endeavors to fill positions with qualified candidates who have a combination of education, experience, skills and abilities to successfully perform the duties of the position while demonstrating Laurier's [Employee Success Factors](#).

Diversity and creating a culture of inclusion is a key pillar of Wilfrid Laurier University's Strategic Academic Plan and is one of Laurier's core values. Laurier is committed to increasing the diversity of

faculty and staff and welcomes applications from candidates who identify as Indigenous, racialized, having disabilities, and from persons of any sexual identities and gender identities. Indigenous candidates who would like to learn more about equity and inclusive programming at Laurier are welcomed to contact the Office of Indigenous Initiatives at jbecker@wlu.ca. Candidates from other equity seeking groups who would like to learn more about equity and inclusive programming at Laurier are welcomed to contact the Diversity and Equity Office at diversity@wlu.ca. We have strived to make our application process accessible however if you require any assistance applying for a position or would like this job posting in an alternative format, please contact Human Resources at 519-884-1970 ext.2007 or hr@wlu.ca.

Should you be interested in learning more about this opportunity please visit www.wlu.ca/careers for additional information and the online application system. All applications must be submitted online by September 19, 2019. Please note, a CV and letter of introduction will be required in electronic form.