

## Career Boost - Ryerson's Student Employment Source

Career Boost is Ryerson's new source for off campus and on campus job opportunities.

[JOB LISTINGS](#) | [HOME](#) | [LOGOUT](#)

### Graphic Designer

#### Supervisor Information

Supervisor's First Name:	Lauren	Supervisor's Last Name:	Wilson
Department:	Learning & Teaching Office	Faculty:	None
Room No.:		Email:	lauren.wilson@ryerson.ca
Extension:	6570		

#### Student Application Materials Required:

- Career Boost Approval Email (Mandatory with the exception of AURA) (send the approval email to the supervisor when the Career Boost approval application becomes available on the [Student Financial Assistance website](#))
- Resume
- Cover Letter
- Portfolio
- 2 Reference(s)

#### Method Of Student Application:

- Email

#### Position Information

Job Family:	Multimedia & Design
Job Title:	Graphic Designer
Hours per week:	15
Number of Positions:	1
Hourly Rate of Pay:	\$13.00
Start Date:	Sep-05-2017
End Date:	Apr-06-2018
Mandatory Training:	No

Position supports the following priorities from the Ryerson University Academic Plan:

- Enable greater student engagement and success through exceptional experience
- Expand community engagement and city building

#### Position Description:

The Learning and Teaching Office (LTO) is the leader in learning and teaching at Ryerson. As the primary support for the teaching community, the LTO fosters a culture of excellence and innovation in teaching, working to continually enhance student learning across the university. The LTO uses a variety of communication methods to connect with its community and to market its programming, including the website, emails, twitter, posters, videos, and a monthly newsletter. The successful candidate will work primarily with the LTO Manager and Program Specialist, designing digital marketing materials for the LTO, graphics for the website, social media, and newsletter, and assisting in the development of implementation of the LTO brand guidelines. This experiential learning opportunity is best suited for a creative self starter and will provide this individual with a great opportunity to build their portfolio.

#### Learning Outcomes:

- **Communication**  
The Graphic Designer will work closely with LTO staff, meeting regularly to present ideas and draft work. This individual will gain experience facilitating discussions with individual staff members about ways to visually represent their ideas, requiring them to listen attentively and to communicate succinctly and clearly.
- **Digital Literacy & Technical Aptitude**  
The Graphic Designer is expected to stay current with technological innovations, and adapt to new processes and practices. This individual will gain hands on experience delivering to a specific target audience, using various software and platforms, and will be expected to use good digital citizenship, using social media for socially good outputs.
- **Equity, Diversity, & Inclusion**  
The Graphic Designer will ensure that Ryerson's principles of equity, diversity and inclusion are embedded in all of their work, creating accessible and inclusive materials that can be utilized and enjoyed by the whole Ryerson community.
- **Project Management: Learn to prioritize and manage multiple tasks**  
The Graphic Designer will be provided with autonomy in their role, so it will be expected that the individual provides weekly updates and meets all set deadlines. They will be responsible for each design project from its initial planning stage through to print or publishing online. This individual will be expected to juggle multiple projects at once.

#### Responsibility Breakdown:

Development of Department Brand Strategy - 50%

Creation of Website and Social Media Graphics - 20%

Designing of Digital Marketing Material - 20%

Take photos for communication pieces and Department Photo Bank - 10%

**Staff Supervision:**

- Checkpoint meetings throughout the employment
  - Regular one-on-one meetings
  - Goal setting exercises
  - Reflection exercises
- 

**Skills Required:**

**Academic:**

- Good oral communication
- Knowledge of computer software
- Managing Information
- Presentation skills
- Problem solving and thinking

**Personal Management Skills:**

- Being responsible and accountable
- Goal setting
- Positive attitude and behaviours
- Task initiative
- Time management

**Teamwork Skills:**

- Contribute to team goals
  - Participate in projects and tasks
  - Respect differences
  - Work well with others
- 

**Technical or Software Knowledge Required:**

Adobe Suite, Hootsuite, Twitter, Powerpoint

---

**We appreciate your interest in this position, however, only the candidates selected for an interview will be contacted.**

---