

TORONTO



Graphic Designer Job Ad

NATURE AND SCOPE:

Destination Toronto is the official destination marketing organization for the City of Toronto. We are a dynamic creative communications team of expert storytellers that thrives in a fast-paced environment built upon strategic thinking and collaboration. We are fortunate to work for one of the most exciting destination brands in the world and an organization that is focused on leading the world to Toronto and growing the visitor economy.

PRIMARY OBJECTIVE:

The Global Marketing team at Destination Toronto supports all areas of the business. It strives to showcase the city as a remarkable business and leisure destination by telling the Toronto story through integrated content marketing and strategic media and public relations. Within this context, the position delivers exceptional design support, reflecting an understanding of the core business objectives. This role is equally focused on B2B and B2C communications related to Destination Toronto's leisure and business event audiences. This includes:

RESPONSIBILITIES:

- Design and develop creative assets, working in collaboration with colleagues.
 - High-volume production assignments include: invitations, email templates, social media graphics, sales resources (ex. sell sheets, itineraries, sales kits, contact cards, custom bid proposals, powerpoint presentations and templates).
 - Low-volume production assignments include: welcome signage (airport/hotel banners, city hydro poles), digital airport screens, year-prior booth backdrops, buttons, stickers, custom client video edits, hotel walking maps (edits, plotting), and info sheets.
- Contribute to concept ideation and, following that, design and develop creative assets to support in-market events, working in collaboration with colleagues.
 - Deliverables may include: mood boards and inspiration references, activation research, environmental graphics (signage, banners, decals), gifting/packaging and story cards, customized/branded swag (tshirts, totes, pins etc.), decor graphics (napkins, place mats, place cards, tent cards, mini pop up banners), prize letters/certificates, selfie props + backdrops
- Manage the intake process for (internal) creative requests from colleagues in developing and maintaining production schedules
- Manage photography assignments and the related intake, tagging and cataloguing of digital assets in support of an effective and user-friendly digital asset management system
- May have to manage external vendors (ex. printers) as needed.

SKILL REQUIREMENTS & QUALIFICATIONS:

- Bachelor's degree or diploma in graphic design, visual communications, or equivalent
- 2-3 years minimum of professional graphic design experience
- Advertising or marketing agency experience, or in-house design/creative experience is an asset
- Proficiency in the latest versions of Adobe Creative Suite
- Experience with Google Workspace and Monday.com
- Motion graphic and video editing skills an asset
- Highly organized, with a proven ability to meet deadlines in a demanding environment
- Ability to communicate and present ideas and rationales
- Demonstrated experience and a passion for all things design and creative

- Solid knowledge, appreciation and passion for all things Toronto
- Strong interpersonal communication skills, sound judgment

How to Apply

Please send resume with a link to their online portfolio of work for consideration to hr@destinationtoronto.com and clearly indicate the application is for the position of “Graphic Designer” in the subject line.

If you require a disability related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.

About Destination Toronto

Toronto’s visitor economy is a vital economic engine for the city, generating more than \$10 billion in economic activity and supporting 70,000 jobs in 2019. Destination Toronto’s mandate is to reflect the breadth and diversity of Toronto’s people, places and culture to inspire residents and visitors to meet, visit and explore our city. Operating in partnership with the City of Toronto, the Greater Toronto Hotel Association and the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries, Destination Toronto markets and promotes the city to global travellers, attracts and supports major meetings and events, and supports local businesses to maximize the opportunities of visitor spending.

www.destinationtoronto.com