

## **JOB DESCRIPTION**

**POSITION TITLE:** Graphic Designer  
**DEPARTMENT:** Global Marketing  
**REPORTS TO:** Creative Lead  
**UPDATED:** December 2023

## **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 Tourism, Culture and Sport, Destination Toronto markets and promotes the city to locals and visitors, attracts and supports major meetings and events, and supports local businesses to maximize the opportunities of visitor spending. For more information, please visit [DestinationToronto.com](https://DestinationToronto.com).

## **ROLE SUMMARY**

We're looking for an Intermediate Graphic Designer to join our in-house Creative Services team within Global Marketing at Destination Toronto that supports all areas of the business. We strive 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:

## **CORE RESPONSIBILITIES**

- Design to production creative for multi-channel integrated campaigns, social, digital, video, OOH, print and environmental/experiential.
  - Assets include but are not limited to: emails, digital ads, OOH, social media graphics, sales resources, presentations, templates, print and digital signage, booth backdrops, custom videos, experiential activations and environmental graphics.
- Contribute to cross-functional concept ideation, design and development of creative assets to support in-market events.
- Manage the intake process for (internal) creative requests from the Destination Toronto team and support the Creative Lead in developing and maintaining production schedules.
- Contribute to the ongoing maintenance and evolution of our DAM (digital asset management system) and managing photography assignments as it relates to the intake, tagging and cataloging of digital assets.
- Liaise with contracted vendors (ex. printers) as needed.
- Ensure all creative adheres to brand positioning and maintains consistency.

## **ABILITIES, SKILLS AND COMPETENCIES**

- Bachelor's degree in Graphic Design, Graphic Arts, or equivalent experience.
- Minimum 5+ years of professional graphic design experience of agency or client-side (advertising or marketing agency, or in-house design/creative).
- Advance knowledge of the Adobe Creative Suite with a strong emphasis on In-Design, Photoshop, Illustrator, Premiere Pro and After Effects.
- Proficiency in design to production multi-channel integrated campaigns, social, digital, OOH, video, motion graphics, print, and environmental/experiential with great attention to detail.
- Experience with Google Workspace and Monday.com.
- Solid comprehension in Microsoft Office, Excel, and PowerPoint.
- Experience with UX/UI tools such as Figma, Adobe XD AND Canva is a plus.
- Highly organized, with a proven ability to multitask and meet deadlines in a fast-paced, demanding environment.
- Strong communication and interpersonal skills with the ability to brainstorm and present ideas and rationales.
- Agile, works with a strong sense of urgency and is committed to contributing to a strong team culture to ensure success.
- Demonstrated experience and a passion for all things creative with a pulse on design trends and innovation.
- Solid knowledge and appreciation for all things Toronto.

### **How to Apply**

Please send your resume to [human-resource@destinationtoronto.com](mailto:human-resource@destinationtoronto.com) and clearly indicate the application is for the position of "Graphic Designer" in the subject line; **candidates must provide a link to their online portfolio of work for consideration.**

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.