

**Do you dream about using your design skills to impact positive change? Do you think about how to better engage people through digital campaigns? Join Team Action as our Design and Digital Lead.**

### **About CivicAction and the CivicAction Leadership Foundation:**

As one of the premier civic engagement organizations in Canada, [CivicAction](#) leverages nearly two decades of experience and a network of thousands of stakeholders to take action on the most pressing challenges facing the Greater Toronto and Hamilton Area and beyond.

We believe there is nothing more important to the future of communities than preparing those who will lead them. For that reason, the [CivicAction Leadership Foundation](#) delivers a suite of high impact programs that open doors, minds & opportunities for young, emerging and under-represented leaders in our communities.

### **Position Details:**

**Job Title:** Design and Digital Lead

**Position Length:** Permanent

**Reports to:** Senior Manager, Communications and Marketing

**Compensation:** \$45,000-\$55,000, with benefits and 3 weeks of paid vacation

**Location:** Downtown Toronto, open-concept work space

**Start date:** September 2019

### **What will I do as Digital and Design Lead at CivicAction?**

CivicAction brings together 10,000+ rising and senior leaders from all sectors and experiences to create solutions for our most pressing urban challenges. The bottom line? The Communications Team is responsible for reaching and motivating many different groups.

As the Design and Design Lead, you will be responsible for the visual identity of CivicAction and the CivicAction Leadership Foundation, and setting the digital strategy for both organizations.

### **What makes an ideal Digital and Design Lead?**

We're looking for a talented designer and digital communicator that thinks outside the box when it comes to telling CivicAction's story. As a key member of the Communications Team, you'll be the go-to for design and digital to support CivicAction's work across a broad range of topics and through a variety of platforms—think presentations, social media campaigns, e-newsletters, etc. This role bridges two areas where CivicAction likes to stand out, so flexing your creative point of view, strategic mindset, and digital prowess is key.

## Skills and Attributes:

- **Curious Communicator:** You have ability to become knowledgeable on a number of different topics—and tell a story about them.
- **Experienced designer and digital communicator:** You have 3+ years of graphic design and digital experience that accompanies a passion for eye-catching visuals and creative concepts.
- **Strategic mindset:** You have the ability to offer advice and guidance to the CEO and senior management on digital communications and branding.
- **Enthusiastic team player:** You can balance “getting stuff done” with a high level of professional and ethical standards.
- **Winning wordsmith:** Whether it’s for the web, social or an e-newsletter, you’re able to write, edit and proof concise, engaging copy.
- **Multitasking master:** With initiatives spanning a diverse set of topics, you have the ability to manage competing priorities and switch gears.

## Core responsibilities include:

### *Design:*

- Work across the organization and initiatives to lead the creation of new brands and identities.
- Design a variety of digital and print materials such as advertisements, signage and other marketing collateral to support campaigns and key events.
- When required, work with external vendors on digital marketing and design/brand.
- Work closely with the CEO and their team to design highly visual presentations to support speaking engagements and key meetings.
- Work closely with the development team to help design collateral for fundraising including decks and reports.
- Train other members of the team on design tools and software as required.

### *Digital:*

- Work across the organization’s initiatives to design and execute digital strategies and campaigns.
- Develop and lead strategic invitation/e-mail marketing strategies with clear targets, detailed real-time tracking, and results reporting for events and campaigns.
- Update and maintain websites for CivicAction and the CivicAction Leadership Foundation.
- Research and introduce new digital tools for communication, design and collaboration.
- Work with members of the team on digital integration of various contact management, event, e-newsletter, survey and collaboration tools, such as Salesforce.
- When required, work with external vendors on websites and contact management and collaboration tools including apps.

- Ensure CivicAction e-mail activities and best practices align with Canadian Anti-Spam Legislation (CASL) and stay up to date on any legislation and broader e-mail privacy changes and best practices.
- Act as MailChimp Administrator and undertake tasks related to this including maintaining lists, cleaning data, training staff, and supporting the teams use of the platform.

*Other:*

- Track and report on media mentions and impact.
- Manage the communications and editorial calendar.
- Monitor and respond to inquiries received via [info@civicaction.ca](mailto:info@civicaction.ca).
- Be the communications lead for updating and maintaining contact management system, building dashboards.

**Experience with programs like the following is required:**

- Adobe Creative Cloud (Photoshop, InDesign, Illustrator, etc.)
- MailChimp or another e-marketing platform
- WordPress or another website management system
- Microsoft Office Suite (Word, Excel, Outlook, Powerpoint, etc.)
- Salesforce or another CRM platform
- Canva
- Google Analytics and Adwords

**How to Apply:**

Send your résumé and a cover letter to [info@civicaction.ca](mailto:info@civicaction.ca) by 11:59 PM EST on August 2, 2019. Late applications will not be accepted.

Please include “Design and Digital Lead” in the subject line.

**Only candidates selected for an interview will be contacted.** To learn more about the work of CivicAction and the CivicAction Leadership Foundation, [read our most recent Impact Report](#).

COMMITMENT TO DIVERSITY: CivicAction is committed to diversity in our workplace. We encourage applications from people of all genders, races, ethnic origins, religions, abilities, and sexual orientations.

Accommodations are available on request for candidates taking part in all aspects of the selection process.