

## Specialist, Multimedia & Design

The Downtown Winnipeg BIZ promotes, cares, and advocates for a vibrant and inclusive downtown where business thrives and people are drawn to work, live, shop and explore. We host events throughout the year and work to beautify our downtown, improve cleanliness, safety, and help make it easier to get around. Our downtown is on Treaty No. 1 territory and the traditional homeland of the Métis Nation.

Reporting to the Director of Marketing, Engagement and Communications (MEC), the Multimedia & Design Specialist will assist in the creation, coordination and implementation of design and communication for BIZ programs, promotions, and events.

The ideal candidate will be a skilled and innovative graphic designer and multimedia creator with a proven track record of project management, and a collaborative team player who is passionate about Downtown Winnipeg.

### KEY RESPONSIBILITIES:

- Provide creative design and coordinate production for signage, brochures, posters, event materials, advertisements, annual report, social media, merchandise, website assets and more.
- Assist in the strategic implementation of branding and ensure brand standards are followed for all visual materials.
- Produce photo and video content for social media, web and traditional media platforms.
- Provide photography and photography coordination with contractors for BIZ events and programs.
- Manage the quoting process and execution with suppliers for printing, promotional materials and signage, following internal procedures.
- Manage the Downtown Winnipeg BIZ website.
- Implement and manage external advertising programs.
- With guidance from the Director, track and project relevant budget items.
- Attend meetings, events, and functions as required to promote the downtown and fulfill the BIZ mandate.
- Assist with special projects as assigned.

### OUR REQUIREMENTS:

- Post-secondary education in graphic design or related discipline.
- 3+ years of experience in graphic design and multimedia marketing.
- Proficiency in Adobe Creative Suite, Microsoft Office Suite, and Wordpress Gutenberg.
- Demonstrated skill in photography and basic video production including Instagram reels and web videos.
- Up to date on current design accessibility standards and adheres to them in all produced work.
- Strategic writing skills are considered an asset.
- Ability to receive and incorporate feedback and collaborate with writers and subject matter experts.
- Strong organizational skills and excellent attention to detail.

- Proficient in the strategic use of social media.
- Creative, collaborative, hard-working, adaptable, professional team-player.
- Self-directed, able to work with minimal supervision.
- Solid problem-solving skills with the ability to think outside the box.
- Excellent written and oral communication.

**\*\*QUALIFIED CANDIDATES** should submit **one PDF file** to [careers@downtownwinnipegbiz.com](mailto:careers@downtownwinnipegbiz.com) that includes:

- Position title in the email subject line
- Cover letter with salary expectations
- Resume
- Three samples of design work

Please be advised only those selected for an interview will be contacted. **This posting will remain open until suitable candidates have been selected.**

*Due to the nature of our business the Downtown Winnipeg BIZ requires that all its staff members are fully vaccinated against COVID-19. In the event that you are hired by the BIZ, you will be required to provide your proof of vaccination. In the event that you are unable to be vaccinated due to a valid medical or religious reason, prior to your start date you must establish, in a form acceptable to the BIZ, your inability to be vaccinated.*

*The Downtown Winnipeg BIZ is committed to equity, diversity and accessibility in the workplace. We strive to have a team that reflects our downtown, where diverse abilities, backgrounds, cultures, identities, languages and perspectives are valued and drive a high standard of service and innovation. We encourage candidates to speak to this in their application.*

Applicants should identify if they require accommodation during the competition process on a confidential basis. This posting is available in alternate formats upon requests.