

Job Class Profile: **Design Consultant**

Pay Level: **CG-29** **Point Band:** **622-675**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	5	4	2	4	3	4	3	2	2	
Points	233	67	13	19	90	87	62	43	21	635

JOB SUMMARY

The Design Consultant performs work of a highly specialized nature in technical and consultative graphic design and includes responsibility for planning, designing, coordinating and developing graphic material to support the development and promotion of departmental programs.

Key and Periodic Activities

- Coordinates and monitors the production process of all promotional materials while maintaining quality control and timely delivery.
- Works with other departments and management to ensure marketing and communication strategies are understood and met.
- Plans, designs, co-ordinates, and develops graphic work involving promotional writing, graphic design, layout photography, audio visual, illustrative techniques and other processes of communications design.
- Studies proposals both written and illustrative and reviews tender proposals for priority and makes recommendations.
- Coordinates marketing initiatives to achieve pre-determined objectives as set by management in accordance with the corporate strategic direction.
- Coordinates the required marketing maintenance of corporate websites.
- Ensures all graphics adhere to corporate brand standards.
- Performs design and layout of special projects as well as assisting the Graphic Artists with design work as required.
- Co-ordinates the production, storage, filing of all materials required for printing or promotional literature, posters, maps and other related materials.
- Monitors, liaises and negotiates with printers and others on behalf of the Department to ensure delivery of correct quality and requested materials on schedule.

SKILL

Knowledge

General and Specific Knowledge:

- Graphic design, photography, marketing techniques, and related processes of communications design.

Formal Education and/or Certification(s):

- Minimum: Graduation from a post-secondary degree or diploma program with major coursework in visual/graphic design or marketing.

Years of Experience:

- Minimum: 5-7 years of experience.

Competencies:

- Strong problem solving, multi-tasking, interpersonal, and communication skills.
- Thorough knowledge and proficiency of computer software including Corel Draw Suite, Adobe Creative Suite, and MS Office Suite.

Interpersonal Skills

- A range of interpersonal skills involve listening and asking questions, providing information and direction to others and gaining the cooperation of others to complete work, address issues and/or solve problems.
- Communication occurs with graphic artists; external contacts such as print and advertising companies regarding advertising materials to ensure quality control of promotional/advertising materials in accordance with corporate strategies, with other marketing staff, departmental staff, sales representatives, signage companies and marketing agencies, and with management and executive regarding internal business plans and social responsibility initiatives.
- The most significant and frequent contacts are with (1) printers/creative contractors/outside agencies to ensure the delivery and quality of materials, (2) coworkers/team regarding marketing initiatives, (3) manager/supervisor regarding marketing/graphics concepts and to receive direction/advice.

EFFORT

Physical Effort

- The demands of the job do not result in considerable fatigue, requiring periods of rest.
- There is a regular requirement to lift objects less than 10 lbs (e.g. files, marketing/advertising materials)
- Fine finger precision is regularly required while using a computer.
- Sitting, standing, and walking is a requirement of the job.

Concentration

- **Visual** concentration is required when using computer, designing graphics, analyzing price quotes, and designing logos/frames according to standards.
- **Auditory** concentration is required in team discussions regarding marketing/promotional initiatives and on telephone discussions with external agencies.
- **Higher than normal levels of attentiveness** is required when conducting graphic design work and ensuring accuracy of content.
- **Time pressures and deadlines** when there are strict internal and external deadlines for creation and submission of advertisements and other creative work, and deadlines for print

<p>management of various marketing initiatives with outside agencies.</p> <ul style="list-style-type: none"> — Lack of control over the work pace occurs when managing multiple projects at the same time and working with external providers/agencies. — Exact results and precision is required while ensuring graphic material is content accurate and displays visual consistency and identity, ensuring quality of production and cost efficient/on-time delivery of materials/services, and ensuring marketing initiatives are within budget.
Complexity
<ul style="list-style-type: none"> — Tasks are regularly different and related involving a wide variety of responsibilities and situations. — Challenges/problems/issues can be resolved by following standardized procedures and processes or may be resolved in a team setting. Occasionally challenges and problems must be defined and new solutions developed. — Examples of complexities/challenges: (1) meeting strict deadlines for creation and submission of advertisements and other creative work, (2) strict timelines for print management of various marketing initiatives, (3) managing multiple projects at one time, (3) ensuring the quality of production and cost efficient/on-time delivery of materials/services for various forms of communication, (4) ensuring that marketing initiatives and objectives as set by the manager/supervisor are met within budget and specific timelines. — When addressing challenges/problems/issues incumbents can reference internal policies and guidelines or seek advice from team and manager/supervisor.

RESPONSIBILITY

Accountability and Decision-Making
<ul style="list-style-type: none"> — Work tasks are somewhat monitored and controlled. Direction may be provided through verbal and written instruction from the Manager regarding the concept for various marketing initiatives. — Tasks are performed independently and/or in a team environment depending upon the task, however have authority to provide creative direction to Graphic Artists, accumulate and analyze price quotes, and to design logos and frames according to graphic standards. Incumbents prepare materials for management approval prior to final production. — Work is reviewed through conferences, reports, work produced, and regular meetings.
Impact
<ul style="list-style-type: none"> — Generally has impact on the immediate work area, the organization, and on clients/general public. Additionally, impacts are felt directly on corporate image, material resources, information, and finances. — The most significant impact is on corporate image through marketing initiatives however this is mitigated by supervisory review of materials prior to final production. — Work must be in compliance with internal guidelines, policies and procedures, and any applicable acts and regulations. — Consequences and/or errors are normally identified and resolved within hours of identification.
Development and Leadership of Others

- No responsibility for supervision of staff.
- Provides on the job advice and technical guidance to existing employees such as Graphic Artists.

WORKING CONDITIONS

Environmental Working Conditions

- There is no requirement for safety equipment or precautions.
- There is no likelihood of minor cuts, bruises, abrasions, injury, or illness causing disability.
- The position may operate in an open office environment with occasional travel.