

Job Posting – Graphic Design Specialist

Tourism Victoria is an ever evolving, dynamic and growing organization looking to add to our talented team. Are you passionate about Greater Victoria and have experience in graphic design or visual communications? Victoria is an increasingly popular and desirable travel destination and recently received the Reader's Choice Award from Conde Nast Traveller as second best small city in the world. Tourism Victoria has a clear strategy in place, and is expanding the scope and breadth of the organization. With a membership of over 950 businesses and counting, we offer a fast-paced, positive, and results-oriented culture. We are focused on capitalizing on modern sales and marketing tactics to build on a strong brand and lead the destination marketing industry. We're seeking a Graphic Design Specialist to create engaging, quality, attention-grabbing visual content for our target markets.

Summary of the Graphic Design Specialist Role:

The Graphic Design Specialist is responsible for developing consistent, audience-appropriate marketing assets, communications, and creative platforms across Tourism Victoria teams. The Graphic Design Specialist produces compelling and technically advanced assets for the marketing, communications and Executive Office teams. The incumbent will develop creative concepts, layouts and finished assets for web, print and digital marketing. This position is responsible for ensuring excellence in graphic design, and working with the Tourism Victoria team to produce engaging, quality, attention-grabbing visual content for our target markets.

The ideal candidate for this role will have:

- A minimum of three years' experience in a graphic design, publishing role.
- Experience with web design, HTML5 and Drupal.
- Previous video production, editing experience considered a valuable asset.
- Knowledge of Victoria's tourism experiences or general tourism background is an asset.
- A diploma in graphic design, digital media, visual communications or another closely related field is required, while a degree is preferred.
- Strong understanding of marketing concepts in the context of various print and digital media.
- Proficient in a wide range of media formats and design software technologies, including Adobe Creative Suite (Illustrator, InDesign, and Photoshop).
- Demonstrated ability to create and maintain a consistent and audience-appropriate standard of graphic design across web, print and multi-media materials.

The full job description can be viewed [here](#).

If you think you will make a great addition to Tourism Victoria's dynamic and energetic team, please apply with a cover letter and resume at:

<https://engagedhr.prevueaps.com/jobs/60234.html>.

In your cover letter, please highlight how you meet the qualifications outlined in the job description.

Applications will be accepted until Tuesday, January 9, 2018 at 8 pm.