



# Town of Whitby Employment Opportunity

## Brand Coordinator

Whitby combines a small town atmosphere with the sophistication and amenities of a larger urban centre. Located on the shores of Lake Ontario, Whitby boasts two beautiful heritage downtowns, one of the finest recreational harbours with two marinas, year round sports and recreation activities, parks, trails, beaches and a robust arts and culture scene, all of which are part of the extraordinary amenities that Whitby residents enjoy every day. With a population projected to grow to 200,000 people within the next 15 years, Whitby has an exciting and aspiring future.

Reporting to and under the direction of the Brand Lead, the Brand Coordinator is responsible for:

- supporting and delivering brand strategies (print, web and digital) for corporate and community-focused initiatives;
- supporting and adhering to the Town's brand standards and guidelines, including the review and updates to these documents as needed;
- designing and supporting production of print and digital marketing materials including but not limited to advertisements, publications, posters, corporate templates, event materials, signage and digital assets;
- supporting website updates relating to marketing efforts, design and graphic assets;
- assisting with maintaining a photo library;
- liaising internally and externally to review and provide guidance on ink, paper, typography, colour theory, colour correction, trapping, and its application to print, digital, mobile, and social media use;
- working with partner organizations such as the Whitby Public Library and Station Gallery to support and deliver integrated brand strategies;
- supporting the review and development of corporate policies and procedures;
- assisting with communications efforts related to the Emergency Management Plan;
- assisting with invoicing and general administrative tasks;
- providing input into the annual operating and capital budgets; and,
- other duties as may be assigned.

As the successful applicant, you must possess:

- a degree or diploma from a recognized University or College in Marketing, Creative Advertising, Graphic Design or Communications;
- a minimum of two years' of graphic design experience in Communications, Marketing, or a related area, preferably in a municipal, provincial or federal government setting or related agency;
- advanced experience with creative design software including but not limited to Adobe Creative Suite programs – InDesign, Photoshop, Acrobat, Illustrator;
- experience with Content Management Systems such as iCreate;
- experience working with Pantone Matching System and colour conversions;
- knowledge and understanding of copyright and infringement policies;
- the ability to work well under pressure in a fast paced, complex and demanding political and corporate environment;
- the ability to deliver brand assets that adhere with corporate policies, procedures, and standards for communications and electronic/print application of standards per Town Guidelines, Accessibility for Ontarians with Disabilities Act (AODA), WCAG and Canadian Press;
- superior organizational, administrative and time management skills;
- superior verbal and written communication skills;
- strong problem solving and customer service skills;
- the ability to establish and maintain effective working relationships;
- the ability to offer assistance, knowledge, experience, skills, encouragement to team members and colleagues; and,
- a valid, unrestricted Ontario Driver's Licence (minimum Class "G") maintained in good standing with access to a personal vehicle.

**Salary:** \$42,188 - \$52,744 per annum

**Hours:** Monday to Friday from 8:30 a.m. to 4:30 p.m.

**Application Deadline:** Monday, July 31, 2017

**Application Instructions:** To be considered for this challenging opportunity, please fax, mail, e-mail or deliver your confidential application/resume to:

The Corporation of the Town of Whitby - Human Resource Services  
575 Rossland Road East, Whitby, ON L1N 2M8  
Fax: 905.430.4340 Email: [jobs@whitby.ca](mailto:jobs@whitby.ca)

**Please quote Posting Reference No.: 17-F028-13**

The selection process may include assessment methods to further determine a candidate's knowledge and skills for the position.

The Town of Whitby is an equal opportunity employer and is committed to inclusive, barrier-free recruitment and selection processes and work environments. Please advise Human Resource Services of any accommodations needed to ensure your access to a fair and equitable process. Any information received relating to accommodation will be addressed confidentially.

Acknowledgement will only be forwarded to those applicants who are invited for an interview.

Personal information provided is collected under the authority of The Municipal Act, 2001 and the Municipal Freedom of Information and Protection of Privacy Act.  
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