



## City of Niagara Falls **POSITION VACANCY**

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| <b>Call Number:</b>  | <b>2025 - 05</b>  |
| Position:            | <b>Senior Graphic Designer</b>                            |
| Type of Vacancy:     | Temporary Contract (March 2025 to September 2026)         |
| Work Schedule:       | Monday to Friday, 8:30am to 4:30pm<br>(35 hours per week) |
| Location:            | MacBain Community Centre (7150 Montrose Road)             |
| Salary/Wage Range:   | \$70,044 to \$87,556 per year                             |
| Date Posted:         | January 20, 2025  |
| <b>Closing Date:</b> | <b>February 3, 2025 at 4:00 pm</b>                        |

The City of Niagara Falls is a dynamic and internationally renowned city with a prosperous business community and economic foundation anchored by tourism, manufacturing, retail and knowledge-based sectors. Located at one of the natural wonders of the world and in the heart North America's most affluent consumer markets, we are linked to the world by extensive road, rail, air, water and telecommunication networks. With nearly 15 million visitors a year and a growing resident population of almost 100,000, we invite you to discover why Niagara Falls is a premier place to live, work, and play.

Further details on this position are attached. To apply, please submit a cover letter and resume to [www.niagarafalls.ca/jobs](http://www.niagarafalls.ca/jobs) Applications must be submitted online and will be accepted until **4:00 pm on February 3, 2025.**

The City of Niagara Falls is dedicated in creating an accessible and inclusive organization and fostering a workplace culture which reflects the diverse nature of the residents we serve. In accordance with the Accessibility of Ontarians with Disabilities Act (AODA), the City will accommodate the individual needs of candidates with disabilities throughout the recruitment process. Please feel free to contact us at [HRDepartment@niagarafalls.ca](mailto:HRDepartment@niagarafalls.ca) or 905-356-7521. Personal information is collected under the authority of *The Municipal Act* and will only be used to determine suitability for this position.

We thank all applicants for their interest, but only those advancing through the selection process will be contacted.

**CITY OF NIAGARA FALLS**  
**POSITION DESCRIPTION**

This description reflects the general details considered necessary to describe the principle functions of the position identified, and shall not be construed as a detailed description of all the work requirements that may be inherent in such classification.

**POSITION TITLE:** Senior Graphic Designer

**POSITION SUMMARY:** The Senior Graphic Designer is responsible for creating and overseeing various projects' design and offering advanced knowledge of design principles, creative development, and industry trends to enhance the professional image and reputation of the City of Niagara Falls and its operations and promote our programs and services.

**DIVISION / DEPARTMENT:** Corporate Services / Communications

**RESPONSIBLE TO:** Director of Communications

**RESPONSIBLE FOR:**

1. Design Strategy and Execution: Develop and implement design strategies to support communication, marketing, and special projects across the Corporation. Create high-quality print and digital designs that raise the profile of the City's programs and services. This includes promotional and advertising materials, signage, logos, event collateral, online and social media content, print ads, brochures, and promotional merchandise.
2. Project Collaboration: Collaborate with the communications team to determine project plans, including goals, objectives, timelines, and priorities. Work closely with all corporate departments to understand their requirements and deliver design solutions that effectively communicate with the Niagara Falls community.
3. Branding and Style Guidelines: Maintain and refresh corporate style guidelines, procedures, and supporting materials. Make recommendations and develop brand templates, assets and creative policies to cater to the organization's evolving needs. Ensure adherence to corporate brand guidelines internally and externally.
4. Quality Assurance and Standards: Ensure all publications produced by the division meet the highest visual design standards, technical specifications, and professional industry standards. Produce accessible products that comply with the Accessibility for Ontarians with Disabilities Act (AODA), World Wide Web Consortium Level AA, and city accessibility standards.
5. Vendor Management: Establish and maintain positive relationships with vendors, suppliers, and internal/external customers. Coordinate and oversee external services required for producing and reproducing materials, such as printers.
6. Workflow Management and Mentoring: Oversee and mentor student, junior, and freelance designers as needed. Organize workflow and streamline projects between designers to ensure efficient and timely delivery of design work. Continually review processes and systems to optimize the efficiency of the graphic design service.
7. Visual Assets and Trend Awareness: Develop and maintain a departmental bank of high-resolution assets for easy access and future use. This includes logos, wordmarks, icons and graphical elements for the City, its facilities, programs, events and partners. Stay updated on emerging trends in design and software to ensure the City remains at the forefront of design innovation.
8. Other related duties as assigned.

**POSITION REQUIREMENTS:**

- Degree/Diploma in Graphic Design or a related field.
- Minimum five (5) years of professional graphic experience providing design and digital media services, preferably in a communication and/or marketing environment.
- Advanced experience using Adobe Creative Cloud, including: InDesign, Illustrator, Photoshop and Adobe Premier, Adobe After Effects and/or other video and audio editing software.
- Experience using project management software, such as Asana or Slack.
- Experience with operating a digital SLR camera.
- Advanced knowledge of printing processes and preparing and delivering print-ready files.
- Extensive knowledge of the Accessibility for Ontarians with Disabilities Act graphic design standards.