



Make working for
The City work for you.



Planning Designer

If you are committed to public service, enjoy collaborating with others, share our values and have a desire to learn and grow, join [The City of Calgary](#). City employees deliver the services, run the programs and operate the facilities which make a difference in our community. We support work-life balance, promote physical and psychological safety, and offer competitive wages, pensions, and [benefits](#). Together we make Calgary a great place to make a living, a great place to make a life.

The City is committed to fostering a respectful, inclusive and equitable workplace which is representative of the community we serve. We welcome those who have demonstrated a commitment to upholding the values of equity, diversity, inclusion, anti-racism and reconciliation. Applications are encouraged from members of groups that are historically disadvantaged and underrepresented. Accommodations are available during the hiring process, upon request.

As the Planning Designer, you will provide creative consulting for advertising campaigns, graphic design solutions and production services to the Planning and Development Department to deliver professional, cost-effective electronic and print communications. You are a critical thinker, with the best in the industry portfolio up for a challenge and looking for the opportunity to give back to a great city. Primary duties include:

- Brainstorm concepts and ideas to visually solve client communication requirements.
- Create and execute visual solutions which communicate the key messages identified in the content and outlined in the creative brief.
- Work collaboratively with marketing team members to determine the project parameters, media choices and/or communication channels to be used.
- Lead or participate in concept presentations to clients.
- Create and organize a hierarchy of information that prioritizes content.
- Create and execute original illustrations, photography, infographics, maps, charts, 3D models and manipulate assets as necessary to support the content.
- Recommend production materials and presentation methods.
- Prepare proofs for approvals and submit for appropriate production.
- Develop storyboards for television ads, YouTube videos and digital ads (digital media).
- Review feedback and implement requested revisions as necessary from Leaders, functional teams, and client groups.
- Stay current within the visual communications field and popular culture.

Qualifications

- A completed 2-year diploma in visual communications and at least 3 years of experience.
- Expert experience in Adobe InDesign, Photoshop, and Illustrator is required.
- Experience in an agency or large organization would be an asset.
- Previous experience with 3D illustration and/or 3D programs such as Sketchup or similar programs, as well as virtual reality and augmented reality, would be considered assets.
- An understanding of communications planning requirements would be considered an asset.
- Experience with Adobe Creative Suite products and/or similar software is an asset.
- Intermediate experience with Microsoft Word and PowerPoint as well as web design, UX/UI principles, interactive and digital design would be considered assets.
- Excellent creative instincts and a keen eye for composition, color theory and typography.
- Strong portfolio that demonstrates work in a wide range of creative solutions.
- Competencies required include: critical thinking, customer service, organizational and time management skills, highly developed written communications skills, understanding of communications planning, and the ability to work in a collaborative environment.

Pre-employment Requirements

- Applicants must include a link to their creative portfolio with their resume.
- Successful applicants must provide proof of qualifications.

Workstyle

- This position may be eligible to work from home for at least part of the time as one of several flexible work options available to City employees. These arrangements depend on the operational requirements of the role, employee suitability, and are subject to change based on operational needs and corporate direction.

Union: CUPE Local 38
Position Type: 1 Permanent & 1 Temporary (up to 18 months)
Compensation: Pay Grade 9 \$40.18 – 53.76 per hour
Hours of work: Standard 35 hour work week
Audience: Internal/External

Business Unit: Customer Service & Communications
Location: 201 8 Avenue SE
Days of Work: This position works a 5 day work week with 1 day off in a 3 week cycle.
Apply By: July 4, 2025
Job ID #: 312195

Apply online at www.calgary.ca/careers