



## Digital Communications Coordinator (Graphic Design Lead Role), Innovation Hub

### About the Innovation Hub

The Innovation Hub seeks to discover the University of Toronto campus story, with a particular focus on student experiences. Who are our students, and how is the world changing for them? The modern university community is diverse, including people from all over the world, with their own backgrounds, needs, personalities, and quirks. Understanding the stories of each person will help us design a more human-centered campus environment that works for all.

We work with partners from U of T, learning about their students, staff and faculty by leading group discussions, hosting interactive events, and interviewing with empathy. We then take this data to produce insights and design solutions to better meet their needs.

### Working at the Innovation Hub

The Innovation Hub works because of the people who work here! We seek to design *with* students, rather than *for* students. Working at the Innovation Hub is an opportunity to join a cross-functional, cross-disciplinary team of passionate people. Innovation Hub team members learn valuable skills that can be applied across various career contexts.

### Anti-Oppression Commitment

The Innovation Hub is committed to being equitable, anti-oppressive and to prioritizing the lived experiences of marginalized students. As such, any forms of discrimination will not be tolerated, including but not limited to racism, sexism, islamophobia, homophobia, transphobia, ableism, and anti-Semitism

## Digital Communications Coordinator Job Description

Directly supporting the Innovation Hub Senior Project Assistant, the **Digital Communications Coordinator** takes a leadership role in all digital communications planning and strategy for Innovation Hub projects. The Digital Communications Coordinator leads a team of Digital Storytellers in all graphic design, website management, and presentation development. The Digital Communications Coordinator maintains the Innovation Hub's communications documentation, ensuring that all Innovation Hub branding practices and procedures meet excellent standards.

### Graphic Design

- Works with the Senior Project Assistant to lead all Innovation Hub branding and communications including activities such as designing project iconography and illustrations, marketing materials, visual report layout, and crafting presentation slide decks
- Ensures quality of all Innovation Hub project materials, ensuring adherence to the brand & vision, and that all materials are accessible for web, digital, and print
- Negotiates deadlines for visual content and formatting work with project teams, allocates tasks to team members, and ensures that goals and expectations from all stakeholders are met
- Provides constructive feedback to a team of Digital Storytellers, encouraging them to learn through multiple iterations, and trial by error
- Collaborates with design research project teams, offering consultation on how themes and insights garnered from data can best be visualized
- Supports team members to take complex data and content provided by research teams and translate it into clear, accessible and digestible visual content

### Website Management

- Manages the Innovation Hub WordPress website, maintaining a relevant and current website design, and ensuring accessibility, meeting all web AODA requirements

### Training Support

- Develops and delivers training for the communications team on topics such as iconography, layout design, marketing posters, website design, accessibility, and illustrations for Innovation HUB projects

### Project Management

- Coordinates with the Senior Project Assistant on project timelines and needs, and follows up with the teams as necessary
- Takes initiative to communicate with leadership team members about communications needs, upcoming project deadlines, etc.

### Administration:

- Supports the Leadership team in hiring processes, workflows, and timelines
- Supports the Research Lead and Senior Project Assistant with managing the Innovation Hub's SharePoint system for file and document structures and organization and MS Teams for team communications, as well as the shared co-workspace

### Must-Have Qualifications:

- Excellent leadership potential - quiet leaders are encouraged to apply!
- A high capacity for completing work with demonstrated administrative skills in a fast-paced environment with multiple competing deadlines
- Strong aptitude to mentor technical and interpersonal skills for new designers
- Strong organization, project management and time management skills
- Strong graphic design skills, visual media and exemplary MS Office skills (Familiarity with Adobe Illustrator, Photoshop InDesign, and Figma required)
- A keen desire to learn and keep up-to-date with the methodologies used in the Innovation Hub (i.e. design thinking, integrative thinking, collaborative methodologies, ethnography, etc.)
- An Entrepreneurial spirit - and a desire to work in a somewhat ambiguous, ever-changing, and dynamic environment
- Agency and initiative plus a positive attitude and desire to bring positive change to U of T
- Excellent Interpersonal skills, able to collaborate in a team which is diverse and interdisciplinary, as well as students from diverse backgrounds, programs & study levels
- Exemplary written and verbal communication skills (previous blogging or copywriting experience will be an asset in this role)
- Superior time management and administrative skills and the ability to work with tight deadlines
- Flexible and adaptable - is excited by performing a variety of roles and tasks

### Assets:

- Strong background in WordPress and website management
- Working knowledge of video editing software (PremierePro, AfterEffects, FinalCutPro, etc.), and social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok, etc.)
- Experience with design thinking, integrative thinking and/or qualitative research methodology or a UX background is an asset
- Skill and expertise in conducting and analyzing qualitative data and research.
- Ability to create accessible content and documents (training will be provided)

## Learning Experiences

In this role, you'll also learn how to be proactive and check in with your team members and keep them motivated. You'll learn how to look ahead at tasks and gain a proactive approach that allows you to take more initiative in the workplace. You'll learn how to become aligned with a brand and develop that brand further, creating content that is brand-aligned. You'll exercise your creativity and learn how to design differently for different audiences. You'll become skilled at leading and facilitating meetings (even if you think you're a shy person) and you'll gain an understanding of optimal workflows for maximum productivity. You'll learn that failure is a source of learning and become comfortable with not getting things right on the first try - an essential workplace skill. You'll start to see constructive feedback as a gift. You may already have some of these skills - and that's great - make sure to mention them in your cover letter. We look forward to your application.

Innovation Hub work is highly iterative in nature and many failures happen before a final product is created. Our ideal candidate will be willing to learn to work in an iterative way - and open to learning from trial-and-error. No end product is owned by anyone, but truly the result of a team effort! We're looking for folks who are comfortable working in this way (or who want to become comfortable working in this way).

## Job Details

- Contract Length: Contract Length: 12 months from April –March
- Hours per week: 30 hours (9:00am – 4:00pm Monday – Friday with a 1-hour unpaid lunch)