



JOB TITLE: Graphic Designer
DEPARTMENT: Marketing, Guardian Capital Group Limited (“GCG”)
REPORTS TO: Senior Director, Marketing
LOCATION: Toronto, ON

JOB STATEMENT:

Marketing builds meaningful connections and creates experiences that deepen relationships. Guardian’s Marketing team is responsible for developing and leading the Guardian brand and promoting its products and services across distribution channels and market segments. Simply put, we help Guardian and its subsidiaries and affiliates deliver the right message to the right audience, through brand strategy and execution. Reporting to the Senior Director, Marketing the Graphic Designer will be responsible for the design of internal and external marketing, print, digital and multimedia material that is innovative, engaging and aligned with our corporate design standards. The ideal candidate will have an acute attention to detail, a solutions-driven approach and expertise in Creative Suite.

ESSENTIAL FUNCTIONS:

Big Ideas: Creative insight + development

- Using the brand strategy as a launching point to inform and inspire how we bring the visual and verbal identity to life;
- Translating brand positioning, existing research, copywriting and offline/online marketing strategies into effective designs; and
- Managing the creative design process for projects from start to finish, working with the team to develop ideas and solutions.

Execution + Implementation

- Providing original graphic design and work with existing design templates to ensure accurate, timely, and cost-effective communications are delivered. These outputs include sell sheets, fund profiles, brochures, event support materials, advertisements, presentations, web content, etc.
- Educating on and producing files that meet AODA best practices and requirements, complying with all industry rules and regulations;
- Working with corporate brand standards to ensure corporate branding is maintained and promoted across all marketing material;
- Refining images, fonts and layouts using graphic design software;
- Creating templates and custom graphics for digital and print leveraging illustrations, infographics and typography techniques;
- Maintaining consistency with established brand identities in the creation of visual elements; and
- Applying brand vision and style guides, to ensure that a consistent design language is applied across all sites and marketing campaigns.

Relationship Management: Collaboration + coordination

- Pitching creative visions and ideas to internal stakeholders and incorporating their feedback to grow and develop a project to completion;
- Working with developers to ensure proper implementation within a web environment and ensuring consistency and integrity of the creative vision;
- Participating in brainstorming and creative strategy meetings; and
- Liaising with vendors and preparing files according to print guidelines and requirements.

QUALIFICATIONS:

- Degree or Diploma in Graphic Design or related field
- Minimum of 5+ years of proven experience in graphic design with a focus on creating visual assets for print, digital and social media for corporate settings
- Excellent eye for typography, color, composition and design hierarchy with impeccable attention to detail and accuracy
- Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Expert in implementing accessible files that meet the standards of the Accessibility for Ontarians with Disabilities Act (AODA)
- HTML/CSS experience would be an asset
- Strong ability to juggle multiple projects simultaneously to meet tight deadlines
- Excellent organizational and time management skills

COMPENSATION:

Commensurate with experience

If you are interested in applying for this position, please forward a cover letter and resume in confidence to hr@guardiancapital.com.

Guardian Capital is committed to accessibility in employment and to ensuring equal access to employment opportunities for candidates, including persons with disabilities. In compliance with AODA, Guardian Capital will endeavour to provide reasonable accommodation to persons with disabilities in the recruitment process upon request. If you are selected for an interview and you require accommodation due to disability during the recruitment process, please notify the hiring manager upon scheduling your interview.

We thank all applicants for their interest but only those selected for an interview will be contacted.