



Graphic Designer

Position Profile

Reports to: Marketing and Communications Director
Location: Markham, Ontario
Schedule: 8:30-4:30, Monday to Friday (with flex hours)
Dates: Permanent Full-time
Application deadline: September 27, 2019

At Tearfund, we are Christians passionate about ending poverty. We seek to continue God's restoration mission on Earth and won't stop until poverty stops. Here you will join other Christians who want to help the poor escape poverty and believe that working with the local church is the best way to transform lives, restore relationships and help people be lifted out of poverty. When disasters strike, we respond quickly.

In this position, you will gain experience and use your skills to change lives in an intimate yet ambitious atmosphere. You will design creative and engaging graphics, materials and digital assets which tell the story of how God is working in the lives of the poor throughout the world and compel others to join in. As part of a small team, you will be given lots of responsibility from the beginning and be expected to display initiative, creativity, and contribute new ideas.

Role Benefits

- You will gain work experience in an organization with a vision to see all people freed from poverty, living transformed lives and reaching their God-given potential.
- You will learn and gain experience in international development with a brand that is globally recognized
- You will be able to use your talents in a wide variety of projects including our annual report, direct mail pieces, brochures, OOH display, digital/social media elements, and more.
- You will refine your creative design and project management skills
- You will be part of a small team that is friendly and supportive

Responsibilities

General Description

The Tearfund Canada team is made of Christians passionate about ending poverty. We are part of a worldwide family of Tearfund organizations. Tearfund Canada leads excellent projects in 11 countries in Africa and Asia with long-term Church based partners.

We raise funds from individuals and churches, as well as from Global Affairs Canada and through our membership in the Canadian Foodgrains Bank. Tearfund Canada serves as the official relief and development partner of five denominations and many independent churches.

Inspired by the example and teaching of Jesus, we recognize that people have deeply interconnected material and spiritual needs. We seek to meet those needs by working through local Christian networks

across Africa and Asia - primarily through churches and faith-based organizations who are at the heart of their communities.

The Graphic Designer will be innovative and passionate about visually presenting stories of partnerships and of transformed lives in the developing world. This person will be an inventive, up-to-date and creative. They would constantly seek new and attractive ways of telling the story of the impact of Tearfund's Development programs to the Canadian Church, individual donors and prospects.

As part of a small team, and reporting to the Marketing & Communications Director this individual will have to be a multi-tasker. They will create proprietary graphics, content and collateral material and adapt them for use on various new and traditional media.

The position provides support for the needs of international program, communications, donor relations' staff major donor officers and church relations staff. In partnership with the digital media specialist, the incumbent will be responsible for maintaining Tearfund's social media presence. Delivery to defined timelines is the norm and coordinating with outside suppliers may be required on special projects.

Activities

1. Graphic Design (70%)

- Responsible for design and adaptation of excellent communication pieces for various traditional and new media, to support public engagement, donor relations, marketing and promotional requirements, reporting and public presentations.
- In cooperation with the Marketing & Communications Director, assist in developing and maintaining a consistent brand identity for the organization.

2. Digital Media Management (15%)

- Help develop digital graphics for social media, email, and web including Facebook, Instagram, email, and Google display
- Help develop elements and infographics for Tearfund Canada's website
- Provides new ideas and input for digital marketing campaigns
- May occasionally be required to help schedule social media and blog posts using social media platforms such as MeetEdgar, Hootsuite or equivalent

3. Administration and Project Management (15%)

- Manage the production of communication pieces, and coordinate with external suppliers as needed.
- Maintain an up to date and well-organized record of communication department work, records and files.
- Track costs and records for individual projects assigned for completion.
- Assist as needed and with organizational administrative needs as directed by the Communications Director.
- Continue to grow as needed through professional development opportunities
- Participate in organizational-wide meetings and devotions and in department staff meetings.
- Complete other duties as assigned by leadership

Qualifications

- Fully aligned with the vision, mission, and values of Tearfund Canada, including the Statement of Faith and Lifestyle Expectations.
- All roles within Tearfund Canada require the willingness to share in times of Scriptural reflection and prayer, a readiness to engage with our faith-based constituency and partners and active membership or participation in a Christian church
- Proven experience in graphic arts, marketing and communications (non-profit experience a plus)
- Proven creative ability, experience in managing creative projects from strategic planning, to creative concept to implementation (agency experience a plus)
- Experience with direct mail design a definite asset
- Strong technical/computer skills in both graphics art and photo editing software (video a plus)
- Understanding and experience with online tools such as Mailchip, Constant Contact, Hootsuite, Facebook, Instagram and Google adwords
- Strong project management acumen, gifted at prioritizing conflicting needs; handling matters expeditiously and proactively, following through on projects to successful completion, often with deadline pressures
- Highly motivated, flexible, and with a positive attitude.
- The ability to occasionally work evenings and weekends when there are high priority deadlines approaching
- Professionalism, discretion, confidentiality
- Excellent verbal and written communication skills

Application

To apply: Send a brief cover letter why you're the right person for this role, along with your current resume and examples of your work to hr@tearfund.ca

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Note:

Please apply by email only, with cover letter and attached resume, to hr@tearfund.ca

Your cover letter should include a description of:

1. An overview of your related education and experience
2. How you would integrate your faith with this role
3. A link to your online portfolio of projects

Tearfund Canada is committed to the protection of children; all offers of employment will be conditional upon the successful completion of reference checks and a Police background check. Qualified candidates must be able to demonstrate a commitment to the core values and Christian mission of Tearfund Canada.

Tearfund Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

We thank all applicants for applying, however will only reply to those selected for interviews. *No phone calls please.*

To learn more about Tearfund Canada, visit Tearfund.ca