



JOB TITLE: Creative Designer (12-18 Month Contract*)
DEPARTMENT: Marketing Communications, Guardian Capital Group Limited (“GCG”)
REPORTS TO: Senior Director, Marketing Communications
LOCATION: Toronto, ON

JOB STATEMENT:

The Marketing Communications team is responsible for corporate branding and communications for Guardian Capital and its subsidiaries and affiliates. The team offers marketing solutions that assist in branding, positioning, communication and promotion of the firm. Reporting to the Senior Director, Marketing Communications, GCG is seeking a creative designer with a strong graphic design background and passion for producing impactful marketing items that engage and promote the brand. The ideal candidate will have an acute attention to detail, a solutions-driven approach and expertise in Creative Suite.

ESSENTIAL FUNCTIONS:

- Overseeing, implementing and maintaining design projects, from conception to delivery, including but not limited to collateral, PowerPoint decks, print and digital;
- Designing original pieces, including illustrations and infographics;
- Applying brand vision and style guides to ensure that a consistent design language is applied across all sites and marketing campaigns;
- Getting directly involved in the creative design process for projects from start to finish, working with the team to develop ideas and solutions;
- Creating templates and custom graphics for digital and print;
- Maintaining consistency with established brand identities in the creation of visual elements;
- Refining images, fonts and layouts using graphic design software;
- Applying typography techniques;
- Translating brand positioning, existing research, copywriting and offline/online marketing strategies into effective designs;
- Working with developers to ensure proper implementation within a web environment and ensure consistency and integrity of the creative vision;
- Liaising with vendors and preparing files according to print guidelines and requirements;
- Pitching creative visions and ideas to internal stakeholders and incorporating their feedback to grow and develop a project to completion; and
- Participating in brainstorming and creative strategy meetings.

QUALIFICATIONS:

- Degree or Diploma in Graphic Design or related field
- Minimum of 3 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)
- HTML/CSS experience would be an asset
- Strong ability to juggle multiple projects simultaneously to meet tight deadlines

COMPENSATION:

Commensurate with experience

** Based on the needs and requirements of the department, this position may turn into a permanent role following the contract period.*

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.