

RUGBY CANADA JOB DESCRIPTION

Title: Graphic Designer & Content Creator

Type of Position: *Permanent, full-time employee*

Location: Vancouver, Langford, Toronto, Ottawa, Montreal or remote

Department: Marketing and Communications

Reporting to: Director, Marketing and Communications

Salary: \$60,000

Rugby Canada is the national sport organization for rugby union committed to delivering life-long, inclusive rugby experiences that cultivate participation and inspire excellence from community to club to country. Our organizational values include integrity, passion, solidarity, discipline, and respect.

POSITION DESCRIPTION

Based out of Rugby Canada's Vancouver or Langford offices or remotely, the full-time Graphic Designer & Content Creator will be responsible for creating marketing materials and digital content for various departments at Rugby Canada.

We are looking for a Graphic Designer with a passion for content creation, who will assist the organization in developing creative marketing campaigns that are visually appealing, engaging, and inspiring to our audience.

Working in close collaboration with the Sponsorship, Apparel, Events and Marketing & Communications departments, the Graphic Designer & Content Creator will assist in increasing the overall visibility of Rugby Canada and the growth of the game in Canada by creating innovative and engaging content that elevates Rugby Canada's brand.

RESPONSIBILITIES

- Create marketing materials to promote initiatives from various departments and Rugby Canada events including social media, website pages, newsletters, promotions, stadium assets, and other advertisements and event marketing materials
- Design social media, website and newsletter content to support and tell the stories of Rugby Canada's High Performance programs and teams
- Support the creative needs of various departments at Rugby Canada, including Marketing & Communications, Merchandise, Sponsorship, High Performance, and Community Development, and align the needs with a consistent look and feel
- Collaborate with marketing team members to establish campaign objectives and complete tasks
- Assist with creation of digital marketing campaigns, brand communication, and social media strategy
- Create static, motion-graphic, and video content for social media and ads
- Travel, as required, for certain events
- Serve in an operational role, as required, at select events

- Other duties may be assigned as required

REQUIRED SKILLS & QUALIFICATIONS

- 3-4 years of experience with graphic design and content creation
- Proficient in using Adobe Creative Cloud, with an emphasis on InDesign, Illustrator, Photoshop, Premier Pro and After Effects
- Familiar with Microsoft Office Suite
- Knowledge of email campaign creation and newsletter design
- High attention to detail
- Bilingual in English and French considered a serious asset
- Ability to gain a deep understanding of our brand and target audience
- Experience creating strong, engaging content
- Creativity and willingness to experiment and give ideas
- Up to date with the latest marketing, social media and design trends
- Experience developing viral video content for social media
- Familiar with creating content for the following social media platforms: Instagram, Facebook, TikTok, Snapchat, Twitter, LinkedIn, YouTube
- Strong written and verbal communication skills
- Knowledge of the sport of rugby both in Canada and abroad an asset
- Legally entitled to work in Canada

PERSONAL ATTRIBUTE QUALIFICATIONS

- Results-oriented, able to set priorities and deliver consistently to a high professional standard
- A collaborative team member who can establish strong working relationships with external stakeholders and with colleagues within the organization
- Excellent planning and organizational skills with demonstrated ability to manage multiple tasks, set priorities, and meet deadlines
- Ability to self-motivate and work independently
- Strong organizational skills, time management and attention to detail
- Must be flexible with a high sense of accountability and responsibility. Ability to thrive in a fast-paced and ever-changing work environment
- Ability to adjust to flexible work hours that align with national team activities, including occasional evenings and weekends
- Excellent decision making/critical thinking skills
- Ability to learn quickly and adapt new skills
- Enthusiasm for working in the sport of rugby with a fun team!

Interested candidates are invited to submit a resumé and cover letter to jobs@rugby.ca. Only those candidates selected for an interview will be contacted.

The deadline for applications to be received is 11:00pm EDT on Friday, July 26th, 2024.