Employment Contract
Graduate Student Association - University of Waterloo

Job Title: Creative Coordinator

Department: Graduate Student Association – University of Waterloo

Reports To: GSA Vice President of Communications

Salary Grade: $22 per hour (5 hours per week)

Effective Date: January 3, 2023

End Date: December, 31st 2023 (renewable with satisfactory performance)

Primary Purpose
The GSA Creative Coordinator will support the Vice President of Communications for the Graduate Student Association-University of Waterloo (GSA-UW) in developing GSA-UW's marketing and promotion.

The GSA Creative Coordinator is the primary creator of all graphic media being used by the GSA-UW. They will manage the GSA-UW’s key brand elements such as color scheme, typography, and other design components that makes a brand stand out from other associations, and recognizable to viewers.

The GSA Creative Coordinator will conceive and implement concepts, guidelines and strategies in various creative projects.

Key Responsibilities

- Developing concepts for new campaigns based on team needs and brand identity
- Implement concepts, guidelines and strategies in various creative projects
- Create graphic design content for social media and website platforms
- Reviewing creative work for adherence to brand standards and best practices
- Collaborate with coordinators to obtain knowledge of their requirements and create visual identities
- Develops best practices, design and style guidelines and training documentation
- Work with the GSA Vice President of Communications, GSA Social Media Coordinator, and GSA Events coordinator to ensure consistent messaging
**Required Qualifications**

**Education:**
- Full- or part-time graduate student at the University of Waterloo
- Minimum of 1 year of professional experience with a proven track record of delivering outstanding customer service, excellent communication and interpersonal skills, creative process, graphic design and brand development.

**Experience, Skills and Abilities:**
- Experience working with a university student organization and demonstrated knowledge of the GSA and University of Waterloo
- Ability to work with and build relationships with internal and external partners
- Technical skills to work with popular graphic design programs like the Adobe suite, Canva.
- Must have excellent attention to detail
- Time management skills to work on multiple projects at once and with various deadlines
- Creative mindset to be able to bring a design to life with simple instructions
- Strong organizational skills