

Calgary Counselling Centre (CCC) and Counselling Alberta (CA) change people's lives. We provide counselling throughout Alberta for individuals, youth, and families of all backgrounds, with barrier free access and no wait list. We are philosophically grounded in research and outcomes measurements and our clients consistently achieve unparalleled results. CCC is also the largest training facility in Western Canada. We train counsellors in psychology, social work and marriage and family therapy within a thriving social enterprise structure.

Calgary Counselling Centre and Counselling Alberta is looking for a full-time Communications - Digital Designer to join our team. This position will play a critical role in supporting Calgary Counselling Centre's and Counselling Alberta's communications and marketing department province wide. We are looking for a skilled professional with a passion for communications/marketing and with experience in digital design to raise the profile of CCC and CA and further engage the community and stakeholders throughout Alberta.

Key Duties and Responsibilities:

We are seeking a designer to add to our growing team. You will be tasked with creating original visuals for web, print, and social platforms, responsible for entire campaigns, and working with every team within Calgary Counselling Centre and Counselling Alberta to achieve our broader organizational goals. This role involves creating materials to market Counselling Alberta across the province to diverse audiences. The goal is to help prospective clients gain a better understanding of the agency's services and their benefits.

Key responsibilities:

Design:

- Design and produce a wide range of promotional/marketing materials including posters, handouts, brochures, advertisements, and displays.
- Design and produce corporate documents including PowerPoint presentations, charts, graphs, and infographics.
- Develop mockups and concepts.
- Capture and edit photos.
- Prepare artwork for production.
- Design websites, webpages, and web assets including newsletter, annual report, and web graphics.
- Apply rigorous quality assurance testing to verify entire scope of production meets client functionality and compatibility requirements.
- Actively apply search optimization strategies to maintain high ranking of CCC and CA websites.
- Effectively communicate the brand essence strengthening its image and reputation to internal and external audiences through visual communications.
- Create and maintain document templates.
- Ensure the brand is integrated in all audience touch points, including interior and exterior signage, and marketing materials.
- Ensure the integrity and correct use of the CCC's and CA's logos and other aspects of the visual identity in all applications.

Team integration:

- Participate in creative development and research.
- Collaborate with other in-house teams to ensure business goals and requirements are met.
- Foster strong team integration throughout the organization.
- Effectively communicate efforts and inspire brand support internally.

An ideal candidate will have cross-disciplinary skills. In addition to digital and print design, our communications team works with video, audio, light web development, and photography.

Qualifications:

We encourage you to apply even if you are unsure whether you meet all these qualifications:

- University degree or college diploma in graphic design or web design, or related field.
- At least five (5) years' experience as a graphic and web designer.
- Experience with HTML, CSS, and JavaScript.
- Experience with digital imaging techniques: colour correction, graphic treatments, and enhancements.
- Proficiency in web design.
- Knowledge of video capture and editing.
- Excellent organizational skills and ability to manage multiple projects and/or tasks concurrently.
- A reliable team member with a strong commitment to meeting deadlines and ensuring project timelines are met promptly and efficiently.
- Passionate about continuous improvement, eager to update skills, and committed to learning new techniques on an ongoing basis.
- Creative and solutions-oriented approach to problem-solving.
- Excellent written and verbal communication skills.
- Flexible attitude with proven experience of working independently and in a small team.
- Attention to detail.
- Experience with creating designed works from sketch to final product, photo editing, social media platforms, and working with templates.
- Must have working knowledge of the following software: Adobe Acrobat, Illustrator, InDesign, and Photoshop; and Microsoft Office applications.

This is a one-year contract position with the possibility of extension. If you are interested in this opportunity, please submit ONE PDF file identified with your first and last name that includes a cover letter, resume, and a link to your portfolio to: hr@calgarycounselling.com no later than April 22, 2024.

Calgary Counselling Centre is an equal opportunity employer. We thank all candidates for their interest. Only those selected for an interview will be contacted. We regret that we are unable to accept telephone inquiries.