



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Link's Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:  
Toll Free Phone: (866) 225-9067  
Toll Free Fax: (877) 825-7564  
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Keewatin, ON P0X 1C0

# Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/05/14

## Marketing & Design Coordinator

Job ID	380011-1-5851	
Web Address	<a href="https://careers.indigenous.link/viewjob?jobname=380011-1-5851">https://careers.indigenous.link/viewjob?jobname=380011-1-5851</a>	
Company	Toronto Metropolitan University	
Location	Toronto, ON	
Date Posted	From: 2024-03-27	To: 2050-01-01
Job	Type: Full-time	Category: Education

### Description

#### About Toronto Metropolitan

At the intersection of mind and action, Toronto Metropolitan University (TMU) is on a transformative path to become Canada's leading comprehensive innovation university. Integral to this path is the placement of equity, diversity and inclusion as fundamental to our institutional culture. Our current academic plan outlines each as core values and we work to embed them in all that we do. TMU welcomes those who have demonstrated a commitment to upholding the values of equity, diversity, and inclusion and will assist us in realizing the benefits of embedding these values into the work at every level and in every unit of the university. In addition, to correct the conditions of disadvantage in employment in Canada and to bring lived experiences to the work, we encourage applications from members of equity deserving groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit Peoples in Canada, First Nations Peoples in the United States, racialized people, Black people, persons with disabilities, women, and 2SLGBTQ+ people. Preference will be given to candidates with lived experiences as people from equity deserving groups, as well as experience working with these communities with which the University works every day. Please note that all qualified candidates are encouraged to apply and we welcome newcomers and immigrants to Canada. In April 2022, the university announced its new name of Toronto Metropolitan University. Learn more about our next chapter. The team

DMZ is a world-leading startup incubator based at Toronto Metropolitan University that equips the next generation of tech entrepreneurs with the tools needed to build, launch, and scale highly impactful startups. By providing connections to customers, coaching, capital, and a community, DMZ's customized approach helps innovators reach the next milestone in their entrepreneurial journey - whatever that might be. Through its award-winning programming, DMZ has helped more than 820 startups raise \$2.58 billion in capital and create 5,000+ jobs. Headquartered in Toronto, Canada with globally-accessible programming, DMZ has a widely-recognized international presence with offices in Vietnam, India, and the U.S., and partnerships across North America, Latin America, Africa and Asia.

#### The Opportunity

The Marketing and Design Coordinator will provide marketing and communications support to DMZ at Toronto Metropolitan University and its affiliated space(s) by creating and designing high quality print and digital marketing and communication materials, such as the website, impact reports, info packages, social media assets, event branding, physical space design, and branded swag. The successful candidate will also coordinate marketing activities and program communications for DMZ's programs, partnerships, and affiliate spaces ensuring that initiatives effectively promote the objectives and key messages of DMZ. Other responsibilities will include but are not limited to:

- Participates in project planning and implementation of marketing and communication initiatives, providing input into the development of DMZ's annual marketing plan.
- Generates marketing and communication ideas tailored to project requirements, analyzing and interpreting design perspectives.
- Assists in the design and development of digital and print marketing materials, creating concepts and coordinating with external suppliers.
- Coordinates and implements marketing activities for DMZ's partnerships, aligning messages with established strategies and timelines.
- Liaises with internal and external stakeholders, including sponsors and community organizations, to achieve DMZ's marketing goals and maintain client satisfaction.

#### Qualifications

To help us learn more about you, please provide a cover letter and resume with a link to your portfolio, describing how you meet the following required qualifications:

- Completion of a post-secondary diploma program or 3 years of specialized training in a relevant field such as Marketing, Communications or Business Management.
- Courses in the theory and application of graphic design, layout and composition as related to print material, user interface/user experience design, visual communication, typography, computer software applications, photography (including design, processes and techniques), colour theory and application, prepress responsibilities, printing processes and applications, etc. are preferred.
- A minimum of three (3) years of direct field experience in a dedicated marketing/branded communications or similar environment with the following requirements:
  - Experience applying technical skills in a practical work setting in the graphic design and/or advertising industries; user experience and user design.
  - Excellent command of contemporary applications and tools such as InDesign, Photoshop, Illustrator and Figma is required as well as the ability to streamline design variables in order to maximize output;
  - Knowledge of UI/UX design principles is considered an asset for creating visually appealing and user-friendly websites.
  - Basic understanding of HTML and CSS for collaboration with developers and to ensure designs can be implemented accurately on the web.

- Familiarity with accessibility standards when designing print and digital assets
- Strong knowledge of full colour work.
- Solid problem solving skills.
- Ability to write and summarize information precisely.
- Excellent interpersonal and communication skills with good client service focus in order to work with various stakeholders.
- Must be able to work well under pressure and coordinate multiple projects and deadlines simultaneously.
- Must have a demonstrated understanding of the brand and ensure that the creative content of all projects reinforce the key components of DMZ and Toronto Metropolitan University
- Computer proficiency and knowledge of various systems and software applications, including Google Suite.

#### Additional Information

Position Number(s) 20001977

Reports To Manager, Marketing and Communications

Department DMZ

Vacancy Type TERM

Employee Group OPSEU

Work Location Hybrid (in-person and remote)

Start Date ASAP

End Date 1 year from start date

Hours of Work 36.25

Grade 10

Salary Scale \$66,374.68 - \$79,254.84

Hiring Salary Range -

TA Specialist -

Posting Date March 26, 2024

Application Close Date May 14, 2024

#### Additional Notes:

- An equivalent combination of education and experience may be considered.
- Applicants who do not meet all of the posted qualifications may, upon the University's sole discretion, be considered to fill a vacancy on an underfill basis.
- Candidates must have a demonstrated record of dependability/reliability and a commitment to maintain confidentiality.
- We encourage all First Nations, Metis and Inuit peoples or Indigenous peoples of North America, to self-identify in their applications.

As part of the selection process, candidates may be required to complete an occupational assessment. Applications will only be accepted online through Toronto Metropolitan University's career site. Toronto Metropolitan University is committed to the principles of the Accessibility for Ontarians with Disabilities Act (AODA), and aims to ensure that independence, dignity, integration and equality of opportunity are embedded in all aspects of the university culture.

We will provide an accessible experience for applicants, students, employees, and members of the Toronto Metropolitan University community. We are committed to providing an inclusive and barrier-free work environment, beginning with the recruitment process. If you have restrictions that need to be accommodated to fully participate in any phase of the recruitment process, please submit your request through the AskHR webform. All information received in relation to accommodation will be kept confidential.

For more information, visit Toronto Metropolitan University for Marketing & Design Coordinator