



HOLLYBURN
PROPERTIES LIMITED

Position Description

Job Title: Branding & Graphic Design Specialist
Reports To: Marketing Manager

Position Summary

This dynamic position is part of our Marketing team and is responsible for ensuring the consistency of our branding, in addition to ensuring all our print/web design and initiatives are innovative, exciting and properly reflect Hollyburn's message across all three provinces in which we operate. It will be an exciting time for this position as we continue to grow the development side of our business. We are scheduled to build 2-3 new purpose built rentals in the next few years and this position will help with concept design & promotion of these new buildings.

Key Duties and Responsibilities

- Work with Marketing Manager to evolve brand identity.
- Produce creative designs in a variety of mediums that convey the company's message and position with art direction.
- Design industry-facing print advertisements, collateral, informational pieces (newsletters, white papers, presentations) and signage.
- Design multimedia projects including web pages, web ads, presentations art work for digital campaigns (Google AdWords, Facebook, Twitter and Instagram) and possibly videos.
- Coordinate photography and "virtual tour" photo sessions produced by vendors.
- Participate in efforts to improve quality of websites.
- Design, develop, produce A/B/M testing assets and creativity.
- Strong knowledge of design theory, colour theory, illustration, typography, videography.
- Ensure that a high level of professionalism and quality is communicated through layout and the use of visuals.
- Research emerging trends, seeks out new design methods and shares knowledge; possess a desire to learn and advance knowledge.
- Step in for occasional marketing projects and event activations when support is required for the marketing team.
- Work with dynamic team at fore front of the rental housing industry.

Knowledge, Skills and Abilities

- 5 years working experience.
- Graduate of a recognized 2 year Graphics Design program or equivalent.
- Experience in real estate or property management industry is an asset.
- Experience managing multiple tight production and project deadlines in a fast-paced environment and juggle several assignments.
- Comfortable coordinating and motivating multiple contributors, many of whom are senior level individuals.
- Proficiency in Adobe Creative Suites (CS4/CS5) on MAC based platform is a must.
- Knowledge of HTML, CSS, and video editing software is an asset (Final Cut Pro, Adobe Flash, Adobe Premiere Pro 9).
- Working knowledge of Microsoft Word/Excel/PowerPoint.
- Excellent communication, organization and attention to detail.
- Experience with pre-press production, liaising with print companies and overseeing quality control.
- Enthusiastic attitude and strong work ethic.
- Flexibility to work with a variety of personalities.
- Strong multi-tasking and time management skills.
- Strong team player.
- Ability to work some weekends/evenings

If you are interested and meet the requirements listed above, please apply with your resume and salary expectations. We thank all applicants in advance, but only qualified candidates may be contacted directly.