



**Regina
Humane
Society**

Creative Coordinator

Reports To: Director of Marketing and Public Relations
Type: Permanent, Full-Time, In-Scope
Benefits: Health/Dental/Life, EDO and Full Benefits per Collective Bargaining Agreement
Wage: \$18.13/HR - \$21.27/HR per Collective Bargaining Agreement

Essential Duties and Primary Job Purpose

Under the direction of the Director of Marketing and Public Relations, the Creative Coordinator is responsible for supporting marketing, fundraising and organizational outcomes by developing, designing, and producing all in-house creative and website functions as well as social media or other communication-related platforms. They also work within extended facility teams to advance projects and strategies designed to support marketing, community, education, internal/external communications and fundraising initiatives.

Representative Tasks and Major Responsibilities

In accordance with Regina Humane Society's (RHS) objectives, philosophies, policies and procedures, responsibilities of the Creative Coordinator are, but are not limited to, the following:

1. Undertakes all creative design projects and requirements for the organization including the design and production of communications, fundraising and marketing documents, posters, brochures, signage, banners, videos, billboards, social media content, annual reports, print and online advertising and promotion.
2. Meets with team members to determine requirements and vision for design elements, which may include multiple strategy meetings.
3. Distills abstract business concepts and client needs into well-designed creative solutions.
4. Receives, interprets, and implements constructive feedback from project stakeholders into your design work.
5. Ensures that all of the organization's creative output/visuals are consistent with the overall brand.
6. In co-ordination with the Executive Director and Director of Marketing and Public Relations, develops and maintains the RHS website and other social media platforms and content.
7. Effectively co-ordinates, as required, with other team members as well as outside partners, stakeholders and agencies.
8. Works with the Director of Marketing and Public Relations to create effective promotional materials and public relations materials to maximize impact in the community.
9. Works with the Director of Marketing and Public Relations and the Director of Development to design and produce effective promotional materials, mailings, online content, videos and graphics to support the fundraising and donor stewardship initiatives of the Society.

10. Works with the Director of Marketing and Public Relations and the Education and Outreach Coordinator to develop, design and produce effective, creative and impactful materials and content that directly supports the success of the various outreach and education programs of the Society.
11. Develops, designs and produces graphics and content delivered through in-house displays and electronic communications conduits.
12. Working with team leads, prioritizes and organizes work to deliver projects on time with the highest attention to quality and detail.
13. Stays current with progressive industry methodology, social media, techniques and tactics. Pursues continuing education related to creative design, software and trends.
14. Completes other duties as required by Management.

Work Contacts

This position interacts and collaborates with all levels of the organization, including entry level staff members, peers in other departments, executive team members, representatives from external agencies, the general public, children, volunteers and donors. Contact and communication is carried out through face to face and telephone, as well as virtual and electronic interactions. Communication must be clear, understandable, positive, professional and respectful in all circumstances.

Working Conditions

- Work is performed concurrently in an office and animal shelter environment, with periodic required attendance at offsite venues.

Qualifications and Requirements

- Post-secondary University degree in a related field of study or a specialized diploma in Graphic Design/Communications. A degree or diploma in fine art is considered an asset.
- Minimum two-years employment experience in graphic design.
- Demonstrated ability to create corporate communications documents, including annual reports, brochures, newsletters, educational and promotional materials.
- Proficiency with WordPress Content Management Systems (CMS).
- Demonstrated ability to work with team members to understand detailed requirements and determine a plan that will ensure they are met or exceeded.
- Demonstrated ability to proactively manage creative projects through to completion.
- Working knowledge of major social media platforms and their functionality.
- Ability to provide acute attention to detail and manage complex multi-faceted projects on set deadlines in a fast-paced environment with shifting priorities.
- Demonstrated initiative, resourcefulness and strong problem-solving abilities.
- Ability to handle multiple projects simultaneously with flexibility to be able to switch between projects or pivot quickly should the requirements of the project change.
- Excellent verbal and writing skills and be able to communicate with the public, volunteers and fellow staff members in a consistently positive, educational and helpful manner even in difficult situations.
- Is a creative and innovative thinker who is committed to researching leading communications related content in all sectors to advance RHS' brand.

- Experience with media production, word processing, database design and maintenance are essential. Proficient in the use of Microsoft Office tools including Word, Excel, PowerPoint and Outlook and demonstrated knowledge and proficiency with Adobe InDesign and Photoshop.
- Ability to stay abreast of new developments in the business community, animal welfare movement and philanthropic sector.
- Ability to work independently and as part of a team.
- Record of consistently excellent work attendance and punctuality.
- An acceptable criminal record check, issued within the previous sixty days, is a condition of employment.
- Adherence to the RHS Code of Conduct and Ethics, along with a signed declaration of agreement to do so, is a condition of employment.
- Able to work occasional evenings and weekends if required.

Apply in confidence to:

Bill Thorn
Director of Marketing and Public Relations
Regina Humane Society
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We thank everyone for their interest, however, only those
candidates selected for an interview will be contacted.