

## CAREER OPPORTUNITY - AMENDED

2D Graphic Designer

Marketing, Communications & Business Development

Strategic Relations and Initiatives Division

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One Full-Time Temporary (15 months) Position Available

Science Technical Officer 18

Annual Salary Range: \$58,319.24 to \$66,096.20

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The Royal BC Museum (RBCM) was established in 1886, making it one of the oldest continually operating museums in Canada. Since its inception the museum has changed and evolved alongside the rest of the province. Today's RBCM is committed to creating community connections, gathering spaces and educational programs, and to providing opportunities for critical thinking, self-reflection, and thought-provoking experiences to people across BC and around the world.

The archives were founded in 1894 and in 2003, both organizations joined together to become BC's combined provincial museum and archives, with its purpose being to broaden the understanding about our province. We are passionate about inspiring curiosity and wonder, while sharing BC's story with millions of visitors who walk through our doors and explore our website each year.

IMAX® Victoria is also part of the RBCM and provides incredible immersive cinematic experiences and work in tandem to deliver inspiring educational and entertaining experiences.

The RBCM, is updating not only the facilities and infrastructure, it is creating a new Collections and Research Building in Colwood, BC. It is an exciting time to join the museum team as we rethink and modernize our methods and processes, and welcome the perspectives and stories of all British Columbians.

The Marketing, Communications and Business Development Department in the Strategic Relations and Initiatives Division plans, creates and delivers the overall marketing and communications strategic plans for multiple projects across the Royal BC Museum including, marketing, communications, government relations, business development, membership and consumer research to enhance the Royal BC Museum's profile in the community and with internal and external stakeholders, and to increase attendance, awareness, understanding, support and participation in the Royal BC Museum's programs, exhibitions, research initiatives, and archival and other merchandized services.

Reporting to the Marketing Manager, the Graphic Designer is responsible for concept, creative and production of all aspects of the marketing communications programs including but not limited to branding and advertising materials, publications (What's InSight magazine, quarterly programs guide, books, etc), and collateral (site material, including promotional signage, banners, brochures, rack cards, etc).

The Graphic Designer works closely with the Director, Marketing, Communications and Business and Marketing Manager to develop and recommend an overall creative marketing concept, look, graphic strategy, layout, design and content of materials, including an understanding of impact across mediums (e.g., web, printed, electronic, broadcast, etc.).

This position requires a degree or diploma in graphic design, design for marketing or a related discipline. The incumbent will also bring a minimum of four years' experience in a marketing communications agency setting or equivalent (e.g., graphic design and/or magazine, production or publications, layout and design, etc.).

The successful candidate will be able to demonstrate how their work experience includes the use and manipulation of image files, representational sketches, type and assembly, graphic art, visual materials, layout and design for final production files for printers and for the web.

They will also have working knowledge of graphic design software, including Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat), all MS Office programs on Mac and PC platforms and HTML editing tools. The applicant will have excellent written and oral communication, facilitation and interpersonal skills along with an astute attention to detail.

An eligibility list may be established for future temporary and/or permanent vacancies.

### **How to Apply:**

Your application must clearly demonstrate how you meet the job requirements listed with the job profile.

**Please submit your resume and cover letter in pdf format by March 27<sup>th</sup>, 2023 at 11:59 pm (PST) with the following subject line: Last Name, First Name, RB2023-15 via email to: [RBCMapplications@royalbcmuseum.bc.ca](mailto:RBCMapplications@royalbcmuseum.bc.ca)**

This position requires a Criminal Records Check under the BC Public Service Screening Policy and the Criminal Records Review Act. All applicants must be legally entitled to work in Canada (i.e., have Canadian citizenship or permanent resident status).

The BC Public Service COVID-19 Vaccination Policy defines the conditions and expectation for BC Public Service employees regarding vaccination against COVID-19. Among other possible measures, proof of vaccination will be required. It is a term of acceptance of employment that you agree to comply with all vaccination requirements that apply to the public service. More information can be found [here](#).

The Indigenous Applicant Advisory Service is available to applicants that self-identify as Indigenous (First Nations, status or non-status, Métis, or Inuit) person seeking work or already employed in the BC Public Service. For guidance on applying and/or preparing for an interview, please contact [IndigenousApplicants@gov.bc.ca](mailto:IndigenousApplicants@gov.bc.ca) or call #778-405-3452.

The Royal BC Museum, Archives and IMAX Victoria celebrate culture and history, sharing the stories of British Columbia in ways that enlighten, stimulate and inspire. Through research and learning, we strive to broaden understanding of our province and inspire curiosity and wonder. Located in Victoria on the traditional territory of the Lekwungen (Songhees and Xwsepsum Nations), we are proud to welcome 800,000 visitors annually.

We are committed to creating a diverse workplace where everyone is celebrated.

As an inclusive and accessible employer, please advise People and Development of any accommodations required to assist you to ensure equitable participation in this hiring process.

## JOB PROFILE

Position #47237

**TITLE: 2D GRAPHIC DESIGNER (15 MONTH TEMPORARY ASSIGNMENT)****CLASSIFICATION: STO 18****SUPERVISOR TITLE: MARKETING MANAGER****SUPERVISOR POSITION #: 72100****DEPARTMENT: MARKETING, COMMUNICATIONS & BUSINESS DEVELOPMENT**

### CONTEXT

The Royal BC Museum is situated on the territories of the Lekwungen People, known today as the Songhees and Xwsepsum First Nations.

The Royal BC Museum (RBCM) was established in 1886, making it one of the oldest continually operating museums in Canada. By exploring our human history and natural history, the Royal BC Museum advances new knowledge and understanding of British Columbia, and provides for a dynamic forum for discussion and a place for cultural reflection.

The RBCM, which includes the provincial archives, is undergoing modernization. Modernization is a complex, transformational process that not only impacts the museum's physical presence and facilities, but also requires the museum team to undergo adaptive and technical organizational changes.

As an institution that encourages gathering, learning, critical thinking, self-reflection and thought-provoking experiences for people of all ages, modernization demands that the museum evolve and remain relevant to the communities it serves and in doing so, the team must embody and exemplify a commitment to:

- Being accountable for our individual and collective learning and embracing informed, values-based ways of working that honours diversity, inclusivity, accessibility and equity such that this commitment is evident in our interactions and relations with one another internally, and also with visitors, the public, our industry and business partners, and our community stakeholders. Being a place where diverse peoples and communities of British Columbia feel welcome in the museum and supported as they tell their truths and share the lived experiences of their current and past generations.
- Honouring and presenting an authentic human history that represents a vibrant, diverse province that exists today, which is central to RBCM's transformation.
- Incorporating an informed and values-based adoption, dissemination and implementation of Truth and Reconciliation principles, DRIPA and the province's DRIPA Action Plan.
- Being a centre of respectful, inclusive, self-motivated, team-focused collaboration.

RBCM has over 7 million objects and specimens and millions of significant government documents and records; substantial photographic, audio and video collections; artworks; and an extensive library of publications. Through research, learning, outreach and community engagement, we strive to broaden understanding about our province and inspire curiosity and wonder

## DEPARTMENT OVERVIEW

The Marketing, Communications and Business Development Department in the Strategic Relations and Initiatives Division plans, creates and delivers the overall marketing and communications strategic plans for multiple projects across the Royal BC Museum including, marketing, communications, government relations, business development, membership and consumer research to enhance the Royal BC Museum's profile in the community and with internal and external stakeholders and to increase attendance, awareness, understanding, support and participation in the Royal BC Museum's programs, exhibitions, research initiatives, and archival and other merchandized services.

## JOB OVERVIEW

Reporting to the Marketing Manager, the 2D Graphic Designer is responsible for the concept, creative and production of all aspects of the marketing communications programs including but not limited to branding and advertising materials, publications (What's InSight magazine, quarterly programs guide, books, etc), and collateral (site material, including promotional signage, banners, brochures, rack cards, etc). The incumbent creates and implements corporate standards for illustration or photography, maintains corporate photo and illustration banks and implements all graphics using the Royal BC Museum Style Guide to ensure brand consistency. Work includes the use and manipulation of image files (e.g. photography), and representational sketches, type and assembly, graphic art, visual materials, layout and design for final production files for printers and for the web.

The 2D Graphic Designer produces visual solutions to the communication needs of the Royal BC Museum, using a mix of creative skills, commercial awareness with an eye on the corporate objectives. The incumbent uses imaginative flair, awareness of current trends in the marketing and design, working knowledge of the latest computer packages and an understanding of material costs and time limits, all of which can impact on the design. The incumbent recommends appropriate medium and styles in conjunction with the direction and requirements. The objective for graphic design is that quality concepts and production will result in increased awareness and revenue

## ACCOUNTABILITIES

Working with the Director, Marketing, Communications and Business Development and Marketing Manager, analyses, develops and recommends the overall creative marketing concept, look, graphic strategy, layout, design and content of materials including and understanding of impact across mediums (e.g. web, printed copies, electronic version, broadcast):

- Consults with internal stakeholders to determine their requirements; interpret the client's business needs in graphic form;
- Thinks creatively to produce new ideas;
- Uses innovation to meet a design brief and meet the constraints of cost, time and client;
- Multi-tasking: the incumbent will often work on more than one design assignment/brief at a time;
- Uses a wide range of media, including photography, online, sketching and computer aided design;
- Produces accurate and high-quality work;
- Contributes ideas and design artwork to the overall brief; is proactive in presenting their ideas and designs;
- Keeps abreast of developments in technology, particularly design programs and online strategies.
- Works well in a team, with printers, copywriters, photographers, other designers, account executives, website designers and marketing specialists and provides oversight and direction to suppliers in production management;
- Works to tight deadlines;
- Receives text copy; proofs and edits materials for inclusion; prepare layouts and graphic elements for the creative, to be rendered using traditional tools, multimedia software, image processing, layout and design software;
- Produces materials for internal and external presentations;

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Job Family:

Job Stream: n/a

PSA Approved Date:

- Produces graphs, charts and other materials for inclusion in corporate reporting;
- Establishes and maintain corporate standards for illustration or photography in accordance with corporate identity and Royal BC Museum policies;
- Researches existing photo and illustration banks and typography guides; establishes and maintains marketing image banks; identifies requirements for external illustrators or photographers to produce images; purchases images for use in Royal BC Museum publications as required;
- Monitors all production components to ensure the integrity, accuracy and quality of content (e.g. typography, high resolution photos, colour correction, type setting); produces final production files that are print ready; exercises final approval for printers proofs, artwork and printing press checks;
- Familiar with online/new media formats to ensure appropriate files are developed for the digital world; and
- Keeping current in theories, techniques and technologies of graphic design.

## **JOB REQUIREMENTS**

### Education:

- Grade 12 graduation.
- Degree or diploma in graphic design, design for marketing or a related discipline.

### Experience:

- Minimum four years' experience in a marketing communications agency setting or equivalent.
  - Experience in a graphic design and/or magazine design position
  - Experience as a member of a production or publication team
  - Experience with layout and design
  - Demonstrable experience developing a number of graphic project and deliverables, as evidenced by a professional portfolio of work (shared with hiring panel during interview stage – not at time of application)

### Knowledge, Skills & Abilities:

- Knowledge of graphic design software, including Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat), all MS Office programs on Mac and PC platforms (Word, Powerpoint, Excel and Outlook) and HTML editing tools
- Demonstrated understanding of developments in technology and software, particularly graphic design programs. Knowledge of marketing and communications principles using various media, including web/online applications graphic placement strategies
- Knowledge of publishing/ production processes
- Knowledge of the principles and practices of marketing and advertising as it relates to graphic design
- Knowledge of the retailing and marketing of consumer services
- Knowledge of the principles and practices of project management
- Knowledge of XHTML/CSS, PHP, My SQL, Flash Actionscript, Wordpress is preferred
- Attention to detail
- Excellent written and oral communication, facilitation and inter-personal skills
- Ability to work independently and as a member of a diverse team, where productive relationships are developed and maintained
- Ability to manage multiple priorities and produce results within aggressive deadlines

**Job Family:**

**Job Stream:** n/a

**PSA Approved Date:**

- Excellent analytical and judgement abilities
- Ability to multi-task and produce accurate and high-quality work
- Ability to use a mix of creative skills and commercial awareness to be imaginative, creative to produce new ideas, innovative to redefine a design brief and meet the constraints of cost, time and client
- Ability to use a wide range of media including photography, illustration, computer aided design
- Ability and willingness to contribute ideas, and be proactive in presenting their ideas and designs

Successful completion of security screening requirements of the BC Public Service, which may include a criminal records check, and/or Criminal Records Review Act (CRRRA) check, and/or enhanced security screening checks as required by the ministry (**Note: It is important that you read the job posting carefully to understand the specific security screening requirements pertaining to the position**).

## BEHAVIOURAL COMPETENCIES

**Analytical Thinking** is the ability to comprehend a situation by breaking it down into its components and identifying key or underlying complex issues. It implies the ability to systematically organize and compare the various aspects of a problem or situation, and determine cause-and-effect relationships to resolve problems in a sound, decisive manner.

**Innovation** indicates an effort to improve performance by doing or promoting new things, such as introducing a previously unknown or untried solution or procedure to the specific area or organization.

**Initiative** involves identifying a problem, obstacle or opportunity and taking appropriate action to address current or future problems or opportunities. As such, initiative can be seen in the context of proactively doing things and not simply thinking about future actions.

**Results Orientation** is a concern for surpassing a standard of excellence. The standard may be one's own past performance, an objective measure, challenging goals that one has set, or even improving or surpassing what has already been done.

**Teamwork and Collaboration** is the ability to work cooperatively within diverse teams, work groups and across the organization to achieve group and organizational goals. It includes the desire and ability to understand and respond effectively to other people from diverse backgrounds with diverse views.

**Self-Discovery and Awareness** means understanding one's thoughts, feelings, values and background and how they impact the success of the interaction and relationship, or how they may influence one's work. It is recognizing one's own biases by tracing them to their origins, through reflection and by noticing one's own behaviour – and then intentionally seeking a way forward that positively impacts the interaction and relationship

Job Family:

Job Stream: n/a

PSA Approved Date: