

The **Royal BC Museum** sits on the Traditional Territory of the Lekwungen (Songhees) and Xwsepsum (Esquimalt) Peoples. The museum and archives explore the province's human history and natural history, advances new knowledge and understanding of BC, and provides a dynamic forum for discussion and a place for reflection. The Royal BC Museum celebrates culture and history, telling the stories of BC in ways that enlighten, stimulate and inspire. The museum is a hub of community connections in BC.

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

As an inclusive and accessible employer please advise Human Resources if any accommodations are required to assist you to ensure equitable participation in this hiring process.



# Temporary CAREER OPPORTUNITY

## 2 D Graphic Designer

### Two-year Assignment

Salary: \$ 56,032- \$63,565

### Royal British Columbia Museum

Are you a 2D Graphic Designer who is successful producing visual solutions to the communication needs of an organization, using a mix of creative skills, commercial awareness with an eye on the corporate objectives. Do you use imaginative flair, awareness of current trends in the marketing and design and have working knowledge of the latest computer packages and an understanding of material costs and time limits? Do you frequently geek out on BC history? If this sounds like you, you could belong on our team.

The Graphic Designer works in a dynamic, results-oriented environment with frequently changing issues and priorities. To fulfil the position's responsibilities and achieve the goals and strategic objectives of Royal BC Museum, the position must develop and maintain extensive relationships within and outside the organization.

Working with the Head of Marketing, Communications and Business Development and the Marketing and Sales Manager, the 2D Graphic Designer 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).

Reporting to the Marketing and Sales 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 (oversight of corporate look and feel) and advertising materials (traditional and new media and an understanding of how the concepts translate into broadcast), publications (What's InSight magazine, quarterly programs guide, books, etc), and collateral (site material including promotional signage, banners, brochures, rack cards, digital assets, etc).

Along with Grade 12 graduation and a degree or diploma in graphic design, design for marketing or a related discipline, you have a 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 and demonstrable experience developing a number of graphic project and deliverables, as evidenced by a professional portfolio of work (available to share with hiring panel during interview stage – not at time of application).

You are a creative and nimble thinker with a love for graphic design. You are enthusiastic about learning—not only about BC's natural history and human history, but about graphic design industry breakthroughs that can aid the goals of the Royal BC Museum. Perhaps most importantly, you are passionate about visual storytelling, no matter what medium we put in front of you. You possess a high degree of flexibility combined with a proven ability to manage and refocus priorities.

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We offer an attractive compensation package, training and development opportunities, a fabulous location and the chance to work in an organization passionate about preserving, protecting and sharing BC with the world.

Please visit [Employment | Royal BC Museum and Archives | Victoria, BC, Canada](#) and refer to the full job description and selection criteria to ensure your application addresses the areas we will be looking at when assessing suitability for this opportunity.

**This position will be required to work onsite in Victoria, BC.**

Preference may be given to those applicants who self-identity as Indigenous.

**Please submit your application in pdf format by 11:59 pm (PT), December 13, 2021 quoting competition RB2021:42 via email to: [humanresources@royalbcmuseum.bc.ca](mailto:humanresources@royalbcmuseum.bc.ca)**

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



**POSITION DESCRIPTION**  
Royal BC Museum

POSITION TITLE:	2D Graphic Designer	POSITION NUMBER(S):	47237
DIVISION:	Marketing		
DEPARTMENT:	Marketing, Communications and Business Development	UNIT	Design
SUPERVISOR'S TITLE:	Marketing and Sales Manager	POSITION NUMBER	72100
SUPERVISOR'S CLASSIFICATION:	Administrative Officer 24	PHONE NUMBER:	
FOR AGENCY USE ONLY		NOC CODE:	
APPROVED CLASSIFICATION:	Scientific Technical Officer 18	CLASS CODE:	
APPROVED BY:	PSA	PHONE NUMBER:	

**ORGANIZATION OVERVIEW**

The Royal BC Museum is one of Canada's great cultural treasures. Our collections, research and presentations enable us to tell the stories of BC in ways that enlighten, stimulate and inspire. By exploring our human history and natural history, the Royal BC Museum advances new knowledge and understanding of BC, and provides for a dynamic forum for discussion and a place for reflection.

We have over seven 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 and learning, we strive to broaden understanding about our province and inspire curiosity and wonder. We are passionate about sharing British Columbia's story with the millions of visitors who walk through our doors and explore our website each year.

**DEPARTMENT OVERVIEW**

The Marketing, Sales and Business Development department conducts marketing, business development and sales, sponsorship, publishing, communications 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.

## **PURPOSE OF POSITION**

Reporting to the Marketing and Sales 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 (oversight of corporate look and feel) and advertising materials (traditional and new media and an understanding of how the concepts translate into broadcast), 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.

## **INSTITUTIONAL RESPONSIBILITIES)**

- Support the Museum's mission, vision, values and core commitment to being user-centred, supporting indigenous voices, and embedding institutional relevancy for the future.
- Contribute to and support the Museum's strategic plan, annual priorities and institutional initiatives such as diversity advancement.
- Contribute to a positive organizational culture based on mutual respect, a spirit of collegiality, cooperation and openness to many perspectives.
- Participate in a culture of ongoing learning, collaboration, innovation, creativity and community engagement.
- Promote the museum's positive response to UNDRIP, TRC, DRIPA and the Task Force Report.

## **NATURE OF WORK AND POSITION LINKS**

The Graphic Designer works in a dynamic, results-oriented environment with frequently changing issues and priorities. To fulfil the position's responsibilities and achieve the goals and strategic objectives of Royal BC Museum, the position must develop and maintain extensive relationships within and outside the organization:

- CEO, VP Advancement, Head of Marketing, Marketing Manager, Head of Exhibitions: provides expert advice on on-going issues/ requirements, impacts and tie in with marketing strategy; discusses strategies to resolve challenges/issues; recommends continuous process improvement initiatives including changes to procedures; obtains approval on all creative concepts;
- Production Management: sources, selects and manages suppliers, including estimate requests, sourcing new technology and site inspections (press checks). Exercises authority to select suppliers based on project needs and budget requirements;
- Internal or external Printers, Graphic Artists, Photographers, Illustrators: provides art direction and instruction on the layout and design for the production of marketing/ promotion materials and printing publications; manages photo shoots; garners final approval for proofing, printing and artwork;
- Web Specialist: develops updates for graphics, visuals and photography for the specialist to import to the Royal BC Museum's websites; ensure all materials are suitable for new media and online applications;
- Internal Departments: provides graphic design and production services for a variety of initiatives; liaises with the internal clients, through the Marketing Manager, to ensure graphic design assignments are delivered on time and as promised;
- Purchasing: prepares purchase orders for graphic production, including specifying the scope of work and deliverables; signs off on certain items; and
- Graphic design production/printers, marketing and advertising representatives: to obtain information on new vendor sources and new approaches as it relates to graphic production and design.

## **SPECIFIC ACCOUNTABILITIES / DELIVERABLES**

Working with the Head of Marketing 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;
- 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.

#### FINANCIAL RESPONSIBILITY

- Performs financial estimates for input to contracts, budgets, purchasing decisions requiring subject matter or program knowledge as well as detailed planning; and
- Purchases images, approves production to be sent to print; and manages a small budget for internal use (\$5000).

#### DIRECT SUPERVISION (i.e., responsibility for signing the employee appraisal form)

Role	# of Regular FTE's	# of Auxiliary FTE's
Directly supervises staff	0	1 dependent on funding during special exhibitions
Supervises staff through subordinate supervisors	0	0

#### PROJECT /TEAM LEADERSHIP OR TRAINING (Check the appropriate boxes)

Role	# of FTE's	Role	# of FTE's
Supervises students or volunteers <input checked="" type="checkbox"/>	1	Provides formal training to other staff <input type="checkbox"/>	
Lead project teams <input type="checkbox"/>		Assigns, monitors and examines the work of staff	

#### TOOLS / EQUIPMENT

- Almost continuous keyboarding (> than 70%);
- Almost continuous focussing visual attention to computer screens or printed material;
- Almost continuous designing layout patterns with precise manipulation (e.g. change pixels, size, etc.);
- Drive light vehicle to conduct business (press checks/meetings with suppliers);
- Computer and standard office software;
- Proficient in graphic design software, including Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat), and all MS Office programs on Mac and PC platforms;

- CAD knowledge preferred;
- Knowledge of website design, HTML, and Wordpress; and
- Knowledge of other current graphic design software (industry standard).

**VALUES** – Every employee is expected to demonstrate the following values during the course of their work

Accountability, Community, Creativity, Diversity, Partnership, Service

**WORKING CONDITIONS**

The Royal BC Museum is open every day of the year, except Christmas Day and New Year’s Day. As a result, work schedules vary for every department. The majority of union employees are on a ‘flexible schedule’ where employees schedule their work based on operational requirements for a total of 70 hours each bi-weekly period and at no more than 10 hours per day.

**INCUMBENT**

NAME:	DATE:	I have read and understand this job description
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**EXCLUDED MANAGER AUTHORIZATION**

I confirm that:

1. the accountabilities / deliverables were assigned to this position effective: November 23, 2021.
2. the information in this position description reflects the actual work performed.
3. a copy has / will be provided to the incumbent(s).

NAME: Tracey Drake	SIGNATURE:	DATE:
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## SELECTION CRITERIA

### 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:

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.

### Skills and Abilities

Attention to detail

Deadline driven and results oriented

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

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;

## COMPETENCIES

In addition to the three core public service competencies (teamwork and cooperation, service orientation, results focus), the following will also be assessed:

Analytical thinking

Innovation

Initiative

Creativity (through presenting a portfolio of work to the panel)