

# Job Opportunity



## Why the Y?

### Imagine.....

- A place where you are a part of one of the most respected human services organizations in the world;
- A place where your work positively influences the lives of others in so many ways;
- A place where you are able to flourish in a values-based environment;
- A place where you will build a better future not only for yourself but also for those you serve.

## At the YMCA

- you will feel connected to community,
- you will meet new people,
- you will expand your knowledge base,
- you will have career development opportunities
- you will experience a rewarding job by helping support the building of healthy communities

Imagine accomplishing all of this while having fun in a challenging and dynamic atmosphere!

This is “Why the YMCA”.

## Our Y

With health and fitness branches, camps, child care centres, community programs and newcomer services across the region, reaching from Windsor in the West, North to Goderich, South to Point Pelee National Park and East to Woodstock, the YMCA of Southwestern Ontario is committed to the development of healthy communities. Our locations, programs and services are designed to help our members and participants grow in spirit, mind and body and are open to people of all backgrounds, beliefs and abilities.

This commitment includes a special focus on the region’s children and youth. From the kids in our camps and those participating in soccer and swimming lessons, to youth who are new to our communities from around the world, the Y is committed to helping our next generation to grow and thrive, as healthy individuals and passionate future leaders.

In the past year, the YMCA of Southwestern Ontario has supported more than 165,000 participants with opportunities to learn, grow and live healthy lifestyles.

“The Y has given me more than I could imagine. It has helped my children have a happy, healthy Mom – and you can’t put a price on that.” ~ Mary

“Y” not join these participants, our nearly 91,000 members and over 2500 employees and volunteers in the region to share our vision of a healthy community?

# Job Opportunity



**Date:** October 4, 2021

**Position:** Graphic Designer

Position reports to the VP Marketing and Communications. Responsible for the stewardship of the YMCA brand and the organization's promotional/communications needs specific to marketing-related visual/digital assets and graphic design across a range of traditional print, mass media, digital and social media channels.

**Location:** Wortley Y, London (Currently work from home)

**Start Date:** October 2021

**Compensation:** Based on experience

**Benefits:** A complimentary YMCA membership which encourages you to embrace the Y's philosophy of health and well-being

**Responsibilities:**

- Demonstrates ability and confidence to work within the YMCA brand standards
- Produces design that meets brand standards and supports the department's marketing strategy (including simplicity, emotional impact and clear call to action)
- Manage electronic and printed inventory of marketing materials
- Ability to manage/prioritize numerous and varied projects in a thoughtful and efficient manner
- Develop and maintain the Marcomm teams visual/digital assets

**Qualifications & Experience:**

- Minimum 1-3 years experience in a related field
- Post-secondary diploma in graphic design or equivalent experience
- Demonstrated proficiency in Adobe Creative Suite
- Understanding of importance of brand and its consistent application
- Ability to apply design thinking to projects in a range of formats and channels
- Experience with and understanding of effective principles of digital design, including for social media platforms
- Efficiency in print processes, methods, emerging technologies
- Customer service orientation
- Ability to collaborate as part of a regional team with a variety of internal customers and external stakeholders
- It is a YMCA of Southwestern Ontario requirement that all employees and volunteers be fully vaccinated against COVID-19. Exemptions will be granted upon receipt of acceptable proof of a permissible Human Rights Code ground.

# Job Opportunity



## Competencies:

- Creativity and Innovation
- Quality Focus
- Business Orientation
- Leadership
- Sense of Community
- Tolerance for Ambiguity

## To Apply:

1. Submit resume and cover letter to [elyse.sheare@swo.ymca.ca](mailto:elyse.sheare@swo.ymca.ca)
2. Deadline for application is October 15<sup>th</sup>, 2021

We thank all applicants for their interest; however only those selected for an interview will be contacted.

**The YMCA of Southwestern Ontario is committed to providing a barrier-free environment for all stakeholders including our members/participants, employees, job applicants, suppliers, and any visitors who may enter our premises, access our information, or use our services. As an organization, we respect and uphold the requirements set forth under the Accessibility for Ontarians with Disabilities Act (2005), and its associated standards and regulations.**