



## **JOB POSTING – Graphic Designer and Content Specialist**

<b>Organization:</b>	Right To Play International
<b>Department/Division:</b>	Global Marketing and Communications
<b>Work location:</b>	Toronto, Canada
<b>Work arrangement:</b>	A combination of in-office and remote-working in accordance with Right To Play's work arrangement and the operational needs of the department
<b>Authorized to work in:</b>	Canada (Eligible to work legally without requiring sponsorship)
<b>Target Hiring Range:</b>	\$72,000 - \$76,000 CAD per annum
<b>Target Start Date:</b>	Immediate
<b>Contract Duration:</b>	Permanent/Full-time
<b>Closing Date:</b>	February 12, 2023

### **BACKGROUND:**

Right To Play is a global organisation that protects, educates and empowers children to rise above adversity using play. By harnessing play, one of the most powerful and fundamental forces in a child's life, we help millions of children each year to stay in school and out of work, to prevent life-threatening diseases and to stay safe from exploitation and abuse. We are the leading global development organization that uses play to transform the lives of children and youth impacted by poverty, war, disease and inequality.

Established in 2000, Right To Play reaches children through experiential programming in 15 countries in Africa, Asia, the Middle East, and North America. These programs are supported by our headquarters in Toronto, Canada; London, UK and seven national offices across Europe and North America.

With a shared passion for our mission, our Culture Code guides how we act and interact based on five core pillars:

- **Accept Everyone** – *Be intentional about inclusion*
- **Make Things Happen** – *Seek opportunities to lead and innovate*
- **Display Courage** – *Act with integrity*
- **Demonstrate Care** – *Look after yourself and one another*
- **Be Playful** – *Have fun at work*

Please visit [our website](#) to learn more about who we are and what we do, and [watch this video](#) to find out about the five pillars of our Culture Code.



## JOB SUMMARY:

Reporting to the VP, Marketing and Communications, the Graphic Designer and Content Specialist brings their creative vision, brand knowledge, content creation leadership, design expertise, and familiarity with best practices in visual communications to a growing global organization of 22 offices with a dynamic brand and an energetic communications team.

The Graphic Designer and Content Specialist ensures the use and appearance of the Right To Play brand is consistent across all markets and supports teams with brand resources and training. The incumbent produces brand and marketing collateral in print and digital formats for use across multiple markets, including campaign and event collateral, infographics, advertisements, reports, static and animated social media visuals, merchandise, and presentations. The incumbent produces compelling video content for use online and at fundraising events. The incumbent manages Right To Play's online photo and video database (SmugMug), and Canva design account. The incumbent manages merchandise production for Right To Play's Toronto HQ (wearables, banners and signage, etc.) and liaises with vendors on pricing and production. And the incumbent contributes to the development and execution of Right To Play International's brand, communications, and content strategy.

This is a terrific opportunity for a creative, motivated, and strategic designer and visual storyteller to work with a fun and supportive brand and team to create compelling communications that engage, inspire, and delight partners and supporters in countries around the globe.

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## PRIMARY RESPONSIBILITIES:

### Job Responsibility #1: Multi-Platform Design and Content Creation (65% of Time):

- Conceptualizes and designs brand and marketing collateral in print and digital formats, including campaign and event collateral, infographics, advertisements, reports, static and animated social media visuals, merchandise, and presentations. Leads on ensuring content is optimized for platforms and user experience, and is compelling, relevant, topical, and engaging.
- Produces video content for use in events, presentations, and on digital channels.
- Manages merchandise production for Right To Play's Toronto HQ (wearables, banners and signage, etc.) and liaises with vendors on pricing and production.
- Provides copywriting and/or copyediting support when needed.

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### Job Responsibility #2: Brand Leadership (10% of Time)

- Provides brand, design, and content creation leadership and support to Right To Play's 22 offices.
- Ensures the use and appearance of the Right To Play brand is consistent across all markets, in accordance with our brand guidelines.
- Supports teams with brand resources and training.

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**Job Responsibility #3: Visual Asset Management (10% of Time):**

- Manages Right To Play’s online photo and video database (SmugMug), ensuring all photos and videos are permission-cleared, tagged, and available for use across the organization.
- Manages Right To Play’s Canva account, including its database of visual assets.

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**Job Responsibility #4: Strategy and Planning (10% of Time):**

- Helps to develop and delivers on Right To Play’s annual communications plan and content strategy, in collaboration with team members.
- Contributes to the development of the organization’s monthly editorial calendar.
- Works with colleagues to develop marketing and fundraising campaigns that engage and inspire supporters and spur them to action.
- Is committed to learning and staying up to speed on social media updates, trends, influencer marketing opportunities and emerging platforms.

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**Job Responsibility #5: Other Tasks as Assigned (5% of Time)**

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**MINIMUM QUALIFICATIONS (Must have):**

**EDUCATION/TRAINING/CERTIFICATION:**

- Undergraduate degree or college diploma in Graphic Design, Studio Art, Content Creation or related field

**EXPERIENCE:**

- 7 years of experience in the field of graphic design, content creation, and/or art direction
- A proven track-record of creating compelling multi-platform content that gets attention and connects, motivates and inspires audiences
- A proven track record of providing strong brand leadership and innovation
- Demonstrated experience with information design, with an ability to take complex issues/topics and translate to compelling visuals
- A proven ability to build strong relationships with colleagues and leads collaborative projects
- Experience with video production, including storyboarding and video editing
- Experience developing and offering brand and design trainings

### COMPETENCIES/PERSONAL ATTRIBUTES:

- Creative thinker who understands brand strategy and is able to bring a brand and mission to life through visual communications
- Detail- and deadline-oriented self-starter with a strong sense of personal accountability
- Able to work collaboratively with colleagues to help them achieve their creative vision. Open to receiving and incorporating feedback, and able to provide constructive feedback that empowers people to be brand ambassadors for the organization
- Excellent time management and organizational skills, with the ability to handle multiple projects concurrently and operate in a fast-paced work environment
- Clear and confident verbal and written communicator
- Naturally curious in life and in work, open to new ideas and eager to bring new ideas to the team

### KNOWLEDGE/SKILLS:

- Proficiency with Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Premier), Canva, SmugMug or other photo/video management system, and the main social media platforms (Facebook, Twitter, Instagram, YouTube, LinkedIn, TikTok)
- Strong creative eye for capturing appealing imagery and videography
- Familiarity with the print production process and ability to create and manage the production of annual reports, brochures, etc.
- Mastery of digital design process and best practices, including platform optimization, latest trends, and innovative approaches
- Familiarity with website publishing and digital content maintenance utilizing a CMS
- Video production and editing skills
- Familiarity with newsletter platforms like MailChimp, or other
- Good knowledge of digital marketing approaches and best practices, including digital advertising

### LANGUAGES:

- Fluency in oral and written English

### DESIRED QUALIFICATIONS (An Asset)

- Knowledge of French or Arabic
- Experience working in a non-profit and/or a global work environment
- Knowledge of basic HTML and CSS
- Skills in videography



## WHAT YOU'LL GET:

The opportunity to work with a passionate, innovative and collaborative team where you have the ability to make things happen. You will gain experience working for a Great Place to Work® Canada Certified and globally recognized organization with a healthy culture premised on our Culture Code (**accept everyone, make things happen, display courage, demonstrate care and be playful**). In addition, we offer a competitive salary and benefits package including:

- Group RRSP Plan
- Gym membership
- 3 personal days per year
- 5 personal learning and development days per year
- Summer and winter hours
- Flexible work policy (e.g. work from home and flex hours)

## HOW TO APPLY:

If you are interested in applying for this position, please submit your resume and cover letter via the application link.

**Application Link:** <https://righttoplay.hiringplatform.ca/107069-graphic-designer-and-content-specialist/416520-application-form/en>

While we thank all applicants for their interest, only those selected for interviews will be contacted. **Shortlisting of applications will begin immediately.**

Right To Play provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. As such, we encourage groups who have been historically disadvantaged with respect to employment to apply for positions at Right To Play. We offer a family-friendly environment that allows for flexible work arrangements in order to support staff diversity and ensure a healthy work-life balance.

We are a child-centered organization. Our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs. **The successful candidate will be required to provide a satisfactory Vulnerable Sector Screening or equivalent criminal check as a condition of employment.**



#### EMPLOYEE VACCINE POLICY:

To protect the health and safety of our employees and the communities we serve, Right To Play requires all employees and volunteers based in Canada to be fully vaccinated against COVID-19. **The successful candidate will be required to provide proof of vaccination against COVID-19 as a condition of employment.**

#### ACCOMMODATION:

Should you require any form of accommodation during the recruitment process, kindly contact the People & Culture team by email at [careers@righttoplay.com](mailto:careers@righttoplay.com)

To learn more about who we are and what we do, please visit our website at [www.righttoplay.com](http://www.righttoplay.com).