ADMINISTRATIVE ASSISTANT – Continuing & Community Education (Graphic Designer/Marketing)

<u>CUPE 2357 – Level 4</u>

CORE FUNCTION:

Under the direction of the Marketing Coordinator and in consultation with the senior management of Continuing Education, the Administrative Assistant implements graphic design projects for the communication needs of all Continuing Education programs. Duties will include the production of promotional flyers, corporate branding, curriculum guidelines, instructor handbooks, visual and multimedia presentations, assisting in the development of the departmental website; as well as work on a variety of special events initiatives originating in the Continuing Education Department and from other departments in the Board; acting as departmental photographer during public relation events; keeping up-to-date with new computer applications in the design field; and performs other duties, as assigned by the supervisor.

MAIN DUTIES:

Assists in the design, develop and implementation of print publications, advertisements, and other promotional materials for Continuing and Community Education:

- *Connections* program guide
- Promotional flyers for all Continuing Education programs (ESL, LINC, Summer School, Driver Education, Youth Camps, International Languages Program)
- Registration forms
- Newspaper, magazine advertisements
- Logos
- Signage
- Posters
- School Maps (used online and in print material)
- Departmental newsletter
- Program achievement certificates

Assists in the design and develops multimedia applications

- Image manipulation for web applications
- Promotional videos
- PowerPoint presentations for program profiling
- Flash animations and interactive pdfs for web applications
- Blog development

Provides technical support for special events (dept and board-wide)

- Digital photography
- Videography
- PowerPoint presentations for Christian Community Day
- Board Conferences (e.g. CCSTA, A Better Me A Better You)
- Creation of posters/invitations/name tags/certificates

Performs other duties, as assigned by the supervisor

SUPERVISION OF STAFF:

There is no supervisory responsibility

QUALIFICATIONS:

- 2 years of Community college in a related field
- 2 years of related experience (1 year prior; 1 year this job)
- Familiar with print industry (standards, pre-press, etc.)
- Advanced MS Office skills (Word, PowerPoint)
- Adobe Design Premium CS5 (InDesign, Illustrator, Photoshop, Flash)
- Adobe LiveCycle Designer CS2 (interactive forms)
- Web publishing software, understanding of HTML
- Working knowledge of Video and Sound editing software
- Skills in operating digital camera, scanner, projector

Individuals who possess an equivalent combination of education and experience may also be considered.