**UTM Moves – Graphic Design Lead**

The University of Toronto is strongly committed to diversity within its community and especially welcomes applications from racialized persons / persons of colour, women, Indigenous / Aboriginal People of North America, persons with disabilities, LGBTQ persons, and others who may contribute to the further diversification of ideas.

**Deadline:** Monday, August 7th, no later than 11:59PM

**Number of Positions:** 2 positions

**Rate of Pay:** Starting at $15.90/hr.

**Position Start Date:** August 28, 2023

**Position End Date:** March 30, 2024

**Number of Hours per Week:** Up to 15 hours per week. Must be willing to work varying day, evening and possible weekends

**Classification:** Work-Study (Fall/Winter)

**Summary:**

About UTM Moves:

UTM Moves is a physical activity- and movement-focused education and engagement program of the Department of the Recreation, Athletics & Wellness (DRAW) at the University of Toronto Mississauga (UTM).

Through diverse programming and engagement initiatives, UTM Moves promotes the benefits of physical activity to overall wellbeing and academic success, and aims to make physical activity accessible, inclusive, and fun for all UTM students.

Visit [uoft.me/utmmoves](http://uoft.me/utmmoves) and/or follow [@utm_athletics](https://instagram.com/utm_athletics) on Instagram, Facebook, and Twitter for all the latest updates about upcoming UTM Moves events and initiatives.

**Role overview:**

Reporting to the Supervisor, Wellness Programs, the UTM Moves: Graphic Design Lead is responsible for the development of communications and promotional materials and digital content for the UTM Moves Program in the Department of Recreation, Athletics & Wellness (DRAW).

**Key responsibilities:**

- Developing, synthesizing, and producing communications and promotional materials (posters, flyers, social media content, etc.) for UTM Moves events and initiatives on campus
- Employing graphic design tools and software such as Adobe suite (Photoshop, Illustrator, InDesign) to produce high-quality, student-facing program communications
- Maintaining the integrity and consistency of the UTM Moves and DRAW brands across all communication materials and channels
- Supporting the development and planning of the year-long communications strategy for the program
- Collaborating with a wide range of campus stakeholders, including student groups, clubs, staff, and faculty to inform programming content, gather resources, and identify needs and opportunities for wellness programming
- Attending and contributing to regular team meetings to share updates and progress related to the program
- Maintaining accurate records of online student engagement; synthesizing and reporting on social media analytics
- Referring students to DRAW programs and resources, and maintaining up-to-date knowledge of available supports on campus and in the community
### Department of Recreation, Athletics & Wellness

- Representing the Department of Recreation, Athletics and Wellness and the University of Toronto Mississauga, in a respectful, professional and inclusive manner
- Performing any additional relevant duties and tasks as designated by the Supervisor, Wellness Programs

### Qualifications:

- Must be a current part-time or full-time undergraduate or graduate UTM Student
- Mandatory attendance at 3-day training (August 30 – September 1) and Communications Training Day (Sept TBA)
- Strong/advanced knowledge of graphic design tools and software including Adobe suite (Photoshop, Illustrator, InDesign)
- Experience with communications strategy development (e.g., branding, marketing, messaging, design)
- Experience with social media platforms (Instagram, TikTok)
- Flexible schedule with the ability to work varied hours
- Ability to work independently as well as in a team setting
- Interest in student health, wellness, fitness, and/or athletics
- Excellent oral and written communication skills
- Leadership and teamwork skills
- Knowledge of University of Toronto campus resources
- Appreciation for equity, diversity and inclusion-related issues
- Proficient knowledge around Microsoft Office Suite (Word, Excel, PowerPoint)

### Method of Application:

**Deadline to Apply:** Monday, August 7th, no later than 11:59PM

Please send your resume, cover letter, **two (2) samples of past relevant work (e.g., illustration, poster, post, video, etc.)** to Ravi Gabble, Supervisor, Wellness Programs at ravinder.gabble@utoronto.ca.

We thank all applicants for their interest in the position, however only those applicants selected for further consideration will be contacted.

### Contact Information:

RAVI GABBLE, MPH  
Supervisor, Wellness Programs

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