



NON-CONTRACT ROLE DESCRIPTION

JD4070

ROLE TITLE:	Communication Designer	ROLE DESCRIPTION NO.:	01443
DEPARTMENT:	Brand, Digital Engagement & Innovation; Community Health Resources Community Resource Team	HEABC REFERENCE NO.:	18721148
REPORTING TO:	Leader, Brand, Digital Engagement & Innovation or Community Health Resources Community Resource Team	HSCIS CODE:	03099
CLASSIFICATION:	NCEC/Range 7	JOB CODE:	03099HB

ROLE SUMMARY

In accordance with the Vision, Purpose, and Values, and strategic direction of the Vancouver Island Health Authority (Island Health), patient and staff safety is a priority and a responsibility shared by everyone; as such, the requirement to continuously improve quality and safety is inherent in all aspects of this position. Before Canada and BC were formed, Indigenous peoples lived in balance and interconnectedness with the land and water in which the necessities of life are provided. Island Health acknowledges and recognizes these homelands and the stewardship of Indigenous peoples of this land; it is with humility we continue to work toward building our relationship.

Reporting to the Leader, Brand, Digital Engagement & Innovation or the Leader, Community Health Resources Community Resource Team, the Communication Designer is accountable for developing, planning, prototyping, and implementing designs for corporate communications tailored to public, staff, medical staff and other stakeholder experiences throughout Island Health.

The position is ideal for a user-centered communication designer who can leverage their design theory, critical thinking and technical skills with their experience in print, product, digital and interactive projects to transform health design across a range of visual, informational, and service-oriented design solutions.

To nourish the tangible and intangible elements of Island Health's brand, design sprints can include an information design poster for a public health campaign, form design enhancements for physician referrals, a suite of visual identity products for an online store, motion graphics for an internal health promotion campaign, wireframes for a recruiting website initiative, patient persona development for clinical trials, leading a design thinking workshop for colleagues and patient advisors, and co-designing a service journey map with departments and First Nations patient partners.

The designer should be problem-oriented and future focused, curious and user-centred, collaborative and adaptable, courageous and aspirational.

Travel may be a requirement of this position. Transportation arrangements must meet the operational requirements of the Vancouver Island Health Authority in accordance with the service assignment and may require the use of a personal vehicle.

DUTIES AND RESPONSIBILITIES:

1. Provides strategic visual communications direction and leadership for organization as a whole.
2. Participates in the development of internal and external communication strategies to support facility and organizational initiatives.
3. Develops concepts, designs and produces organizational publications, web and social graphics, and a wide range of other print and online materials for both internal and external use.

4. Advises on technical issues relating to the design and production of materials; acts as a graphic design resource to Island Health leaders, as well as departments and programs in planning special events.
5. Writes and edits copy for advertising creative, provides art direction for outside design agencies and designers, sources outside suppliers and consultants, prepares budgets and costing proposals for projects and prepares Requests for Proposals (RFP) for various design and production projects.
6. Liaises with external suppliers, such as pre-production service bureaus, printers, photographers, illustrators, promotional companies and others related to graphic design.
7. In conjunction with other departments at Island Health, develops policies regarding purchasing design, production, printing and other related outside services.
8. Evaluates the impact of communication strategies against measurable objectives and adjusts strategies to maximize impact. Initiates projects relating to improving the quality of Island Health communication design.

QUALIFICATIONS:

Education, Training And Experience

Bachelor of Design, Media Arts, Interactive, Indigenous Visual Culture, Communications or related fields. Three to five years of communication design experience with print, product, digital and interactive projects preferably in a health care setting. Valid BC Driver's License.

Skills And Abilities

- Communication design abilities and experience to develop user-focused interactive, display, print, and online materials for a variety of audiences
- Skill in business writing to produce or advise on content for compelling internal and external publications
- Expertise in web design, user experience and infographic development
- Skill and proficiency in organizational electronic communication technology and web-based communications
- Knowledge of technical issues relating to production of digital, print and physical materials
- Ability to plan, organize, set, accomplish and measure objectives and results, as well as set priorities and meet deadlines
- Ability to work effectively with individuals and teams in a wide variety of settings across the organization, applying interpersonal skills, negotiation skills and taking a problem-solving, service design approach
- Advanced computer skills in graphic design and word processing
- Ability to handle highly confidential and sensitive issues with skill, tact and diplomacy and to act with a high degree of ethical and professional behaviour
- Physical ability to carry out the duties of the position