

GRAPHIC DESIGNER / SOCIAL MEDIA ASSISTANT

Do you flourish in a role that gives you the opportunity to leverage your effective communication and strong analytical skills while giving expression to your creative side? If so, then we encourage you to consider this opportunity to join our team and work in a dynamic environment where you can thrive.

This full-time position is an integral, fast-paced, hands-on role that offers varied and significant responsibility under the supervision of the Director of Marketing & Client Development and provides many opportunities to learn within a vibrant and team-oriented environment.

We are looking for a well-rounded, creative individual with both graphic design and social media expertise – a unique skillset for a uniquely diverse position. The successful candidate will be tech-savvy, versatile, energetic, flexible and highly motivated. Experience in a law firm or professional services environment will be considered an asset as will relevant communications or marketing experience.

WHAT YOU'LL BE DOING

- Providing graphic design and ad hoc design services as they relate to the development, production and layout of engaging print and electronic collateral materials including advertisements, brochures, newsletters, infographics, invitations, sponsorship ads, webpages, and department and practice group specific materials.
- Managing projects requiring original designs with minimal art direction and supervision.
- Liaising with the firm photographer regarding headshots and other advertising photography.
- Conducting art/image research for a wide range of print and electronic projects.
- Maintaining our image library.
- Creating, shooting, editing and producing video and photographic content for use on social media platforms, firm blog, collateral materials, marketing and advertising.
- Creating, scheduling and posting relevant engaging content, optimized for SEO, on social media (with editorial assistance from the Marketing Team).
- Ensuring all digital content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and user experience for all channels.
- Managing firm social media channels, including LinkedIn, Facebook, Twitter, and other relevant platforms.
- Analyzing, reviewing and reporting on effectiveness of campaigns in order to evaluate and demonstrate ROI, identify trends, refine future initiatives and maximize results.
- Website, microsite and intranet maintenance including developing new and updating existing content and imagery.
- Partnering with the Marketing Team in the planning and execution of firm events and seminars, organization of client gifts, CRM maintenance and general administrative duties such as letters, memos, invoice payment and maintaining up-to-date records and files of activities.

WHAT WE ARE LOOKING FOR

- An individual with relevant experience in all aspects of the role as described above.
- Advanced skills in Adobe Creative Suite including InDesign, Photoshop and Illustrator
- Photography and videography experience
- Skilled in creating, editing, and promoting dynamic original written and visual content for social media channels.

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- Demonstrable competency in updating and maintaining multiple social media platforms such as LinkedIn, Facebook, Twitter, Instagram, YouTube, etc.
- Experience building reporting frameworks to evaluate ROI on various platforms.
- Strong computer proficiency with good typing, formatting, proofreading and experience with Microsoft Office Suite of products (Outlook, Excel, Word, PowerPoint)
- Experience working with Wordpress and Wordpress CMS.
- Familiarity with CRM programs.
- Meticulous attention to detail.
- Proven ability to thrive in a fast-paced deadline-driven environment.
- Strong skills in creative collaboration with Marketing Team.
- Excellent resourcefulness, self-initiative, time management, and organization skills, with the ability to manage multiple and competing work priorities.
- Availability for flexible hours (in relation to preparing for and attending events, as necessary).

WHAT YOU BRING

- Strong sense of design and aesthetics combined with a creative flair, versatility, and conceptual/visual ability
- Ability to provide a strong portfolio of representative work and knowledge required
- Project management skills (managing multiple projects and competing deadlines).
- Awareness and experience with digital marketing tools, tactics and techniques.
- Knowledge of Google platforms, some HTML coding experience, SEO knowledge, and ability to quickly learn new applications.
- Analytical skills to monitor the performance of marketing campaigns, identify trends, and make recommendations
- Excellent interpersonal and teamwork skills.
- Superior written and verbal communication skills in English, with experience in editing, research and proofreading.
- A high level of creativity, attention to detail and efficiency while working under tight deadlines and on multiple projects simultaneously
- Enthusiasm about expanding your skill set and staying up-to-date with industry standards and trends, leading software and technologies.

WHAT WE OFFER

Our people are the heart of our firm – we say it often and with good reason. It is only through our people's skills, ambition, dedication and hard work that we can deliver the excellent level of client service our reputation is built upon. While our expectations are high – so are our rewards. Our generous competitive compensation package is just one component of our total rewards package.

Compensation + Benefits

- Competitive salary with structured annual reviews
- BC medical services plan, extended health and dental coverage
- Employee and family assistance program
- Life and accidental death insurance
- Short- and long-term disability insurance
- Paid or banked overtime
- Vacation time, sick time and personal time allotment

Work Perks

- Firm social events
- Casual day every Friday
- Continuing education/tuition allowance
- Group RRSP plan with matched contributions

Work / Life Integration

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- Robust health and wellness program
- Fitness program annual subsidy
- Sports teams
- Recognition of service milestones
- Personal days to help balance outside commitments

WHO WE ARE + HOW WE WORK

We are a dynamic and diverse group of highly skilled people working together to deliver excellent service to our clients. When you join our firm, you join a culture of excellence, collaboration, camaraderie and respect. We're a great place to grow your career.

Our core values focus on developing a diverse, inclusive and respectful workplace that encourages and supports differences and promotes innovative perspectives. We are committed to maintaining and expanding the diversity of our firm's lawyers and staff and creating an inclusive environment in which everyone can flourish.

APPLY

This is an excellent opportunity to join a dynamic firm that values innovation, initiative and resourcefulness. Are you a motivated and creative team player? Do you think the fast-paced hands-on role we have described would be a perfect fit for your skillset?

If so, we cannot wait to meet you and invite you to submit your resume by email to Kerri Garner.

Kerri Garner
Director of Human Resources
E: kgarner@harpergrey.com
P: 604.895.2857

We encourage applications from all qualified candidates, including those with disabilities. Accessibility accommodations can be made confidentially throughout all stages of the recruitment and selection process by contacting Kerri Garner.

We will carefully consider your application during the initial screening and will contact you if you are selected to continue in the recruitment process. We thank all interested applicants, however, only those under consideration will be contacted.

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If this job isn't for you, perhaps you have a friend who would be a perfect fit. Send them this link. Thanks!!