

VISUAL MEDIA COORDINATOR

SFU HUMAN RESOURCES STUDENT ASSOCIATION

Job Description

HUMAN RESOURCES STUDENT ASSOCIATION (HRSA)

The Human Resources Student Association (HRSA) is a student-run organization at Simon Fraser University's Beedie School of Business. We aim to support students and broaden their knowledge of Human Resources by providing engaging opportunities to connect with industry professionals through innovative initiatives and events.

ROLE DESCRIPTION

The Visual Media Coordinator will create and design digital graphics, and animate videos for our marketing needs. They will also design and create graphics for any HRSA event and initiative that requires promotions.

Reports to: Jenna Emperador and Nikki Chen — Vice Presidents of Visual Media

Term: October 2022 – April 2023

RESPONSIBILITIES

- Ensure graphic designs promote the vision of HRSA through alignment with the brand and production of high-quality content
- Create and design HR Times magazine editorials with the Corporate Relations and External Relations portfolio
- Design graphic content, illustrations, and info-graphics
- Generate fresh concepts by participating in brainstorming and ideation sessions
- Complete assignments with minimal supervision before set deadlines, and work in conjunction with the Marketing portfolio
- Edit and create promotional videos in conjunction with the Marketing portfolio
- Attend weekly team meetings to provide updates on project progress
- Must be flexible with deadlines and workload

QUALIFICATIONS

- Ability to meet deadlines while maintaining a high quality of work
- Good time management skills and ability to multitask
- Must be detail-oriented when designing graphics
- Strong work ethic, goal driven and self-motivated
- Basic understanding of marketing and brand management
- Willingness to learn and receive constructive feedback
- Proficient with Adobe Illustrator and Photoshop, Canva, Figma or other graphic design tools
- Proficient with Adobe InDesign for creation of branding visual media content
- Note: Portfolio submission required. Please submit 3 examples of your work on the application form. Applicants that do not provide a portfolio will not be considered.
- Please refer to the coordinator application form for instructions on how to apply.

APPLICATION DEADLINE IS SEPTEMBER 23 AT 11:59 PM.

