



Youth · STEM · Innovation  
Jeunesse · STIM · Innovation

111 Murray Street,  
Ottawa, ON, K1N 5M5

(613) 234 4137  
www.actua.ca

Actua is Canada's largest STEM outreach organization; preparing youth to be innovators and leaders by engaging them in exciting and accessible experiences that build critical skills and confidence. We have an unwavering focus on engaging the hardest to reach youth in Canada ensuring they have the opportunity to develop essential STEM skills. Actua represents and supports a network of 43 members located at universities and colleges across Canada and provides this network with resources, funding and advocacy at the national level. We have also remained committed to hiring undergraduate students, lots of them, who deliver programs across Canada, getting valuable work experience while developing even stronger employability skills. Actua is looking for a **Multimedia Designer** to help elevate and produce branded content across all parts of the organization.

## What you will do:

- **Support internal stakeholders in content creation;** you will work with many different internal stakeholders to help create a wide range of branded visual materials and content. You will work closely with our communications team to help create images and graphics to support our social media strategy, work on layouts, and the design of promotional materials. You will provide leadership to Actua and its members in ensuring a consistent brand identity and alignment with brand guidelines. You'll create video content (shooting and editing) to highlight our programs and tell compelling stories to help communicate to funders the impact their dollars have had on our mission. You will also support other multimedia needs, such as supporting taped/zoom interviews with computer/backdrop/lighting setup. Finally you will work with our fundraising team to produce compelling content that differentiates Actua and brings the stories of our impact alive.



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- **Build internal capacity and systems to support brand design and delivery;** you will work to create an internal system to help manage all multimedia design requests. You'll be acting as a resource for all internal requests and you will create a process to ensure everyone understands how to best get their design work completed through you. In addition to taking requests from others, you will elevate our content by identifying opportunities for improvement. That could mean thinking of different ways to visually communicate our messages or showcase our annual report online. You know the brand incredibly well and can incorporate it across all aspects of the organization.
- **Multimedia equipment management;** you'll be responsible for and provide advice on in-house multimedia equipment and its usage including cameras, lighting, etc.
- **Additional communications team engagement;** you'll be part of a strategic communications team and will provide your insight and experience to overall communications planning and implementation, support during events and you'll have an opportunity to see Actua's work close-up while attending learning and thought leadership events as you capture video and photography.

## Who you are:

- **Skilled in graphic design and video production;** you'll be executing on an already established brand. We require creativity in how you showcase the brand in your ability to use professional editing and design tools. You will be shooting most of our video content and don't need to have ambitions to be a cinematographer, but you have a fair amount of video filming and production experience that's relevant to our brand and the type of short commercial

materials we need. You're incredibly skilled in the Adobe suite and other professional tools that enable you to edit visual brand elements and videography. Design work can include everything from branded swag and promotional items, to creative social media graphics to designing full reports.

- **Multifaceted and consistent at delivery;** you're probably a jack/jill-of-all-trades type and master of none. We need someone who can deliver work efficiently across multiple projects and consistently hit project deadlines. You're able to appropriately manage the quality to turnaround time ratios based on priorities. Your favourite part about design is the wide range of projects and people you get to work with. You love being able to work across projects and different visual elements and enjoy variety in your work.
- **Confident and enthusiastic;** our brand is vibrant and as someone who is communicating that brand through visual elements you know how to embody that enthusiasm. You are great at managing internal relationships and are comfortable interacting with external stakeholders at events to get the footage you require for a project at hand. This enthusiasm leads you to seek out opportunities and take the lead to ensure great work happens.
- **Understand how to tell a story through design;** you're able to take ideas and concepts and flush them out into project plans including story boards, scripts, production planning and copy when needed. If a funder asks us for a 2 minute video for a quick turnaround you can run with this request and make confident choices about our brand with little input. You are creative and professional when delivering brand assets and innovative in how we communicate.

## Why work with us:

In this role, you will have the opportunity to make a national impact joining one of Canada's most entrepreneurial and influential organizations in the skills development space. In addition to a competitive salary, you will have access to health and dental benefits, plus RRSP matching. Actua has a solid reputation and continues to grow based on our exceptional work. You will be part of a high-profile, quickly growing organization, where you can present and execute on new ideas. This role provides you full creative freedom and variety in the types of projects that you'll be a part of. The role is based in our Ottawa office, centrally located in the Byward Market. For more information about us, please visit [www.actua.ca](http://www.actua.ca).

## To Apply:

**Please submit your resume to this posting.**

Actua is an equal opportunity employer. We welcome and encourage applications from people with disabilities. If you require an accommodation, please notify us and we will work with you to meet your needs.