



<b>Position Title</b>	Graphic & Web Designer
<b>Status</b>	Full Time, Permanent
<b>Reports to</b>	Communications & Media Manager
<b>Location</b>	225 Select Ave., Toronto
<b>Send Portfolio and Resume to</b>	people@canfitpro.com

**Job summary**

As the Graphic & Web Designer, you will be critical to the visual impact of canfitpro in all mediums. You will help support the planning of canfitpro’s communication strategies to increase brand awareness & brand equity, product, and service sales. Working closely with the Communications & Media Manager, this role will assist in overseeing the graphic & web design and production elements including managing front end website for canfitpro.com, evaluating campaign performance, working with the team on managing workload.

**Summary of Responsibilities:**

- Lead the production, graphic & web design in storyboarding and concepts layouts for core media items (Brochure, ads, websites etc.) including reviewing materials before press
- Research, and collaborate in the development, planning, and execution of strategic visual marketing vision regarding positioning, branding, marketing and communication plans, both long and short term (includes web, electronic, social media, print)
- Monitor and record competitor's initiatives, and stakeholders to determine relevant business situations and proactively recognize, evaluate, and address key business issues, drivers, growth opportunities, and industry marketing trends
- Writing and presenting campaigns, department plans and creative briefs to inter-departments and external partners and vendors.
- Create & edit appropriate content for canfitpro’s communication channels (including but not limited to social media, email, print, etc).
- Identify new and innovative ways to measure marketing and advertising outcomes to improve ROI
- Support artwork approvals, guidance with the team and overall branding strategy
- Ensure advertising, promotion, and marketing of canfitpro materials is held to a standard of excellence
- Monitor and report campaign statistics and provide suggestions for improvements in the future
- All aspects of project management from scheduling, through to design and layout, attending photo/video shoots, developing and managing program content and production.
- Liaison with external agency for digital media to execute strategies for driving traffic to websites



## **Qualifications**

### **Education**

- Minimum of post-secondary education or equivalent experience in Graphic Design and/or Web Design

### **Knowledge, Skills and Abilities**

- Proficient software skills including Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat, PowerPoint, Excel and Word in a PC-based environment
- Intermediate to Expert knowledge of GetResponse Enterprise or similar email, landing pages and marketing automation software
- Intermediate to expert knowledge of WordPress
- Knowledge of typography and colour theory
- Superior time-management; able to manage multiple projects
- Able to take direction and feedback, working well in a team environment
- Ability to lead, provide constructive feedback, and suggest alternative ways of reaching goals
- Web-proficiency in HTML, and CSS (CMS, PHP, and JavaScript)
- Basic Video Editing (Adobe Premiere & After Effects)
- Instapage, Wordpress or other leading landing page app

### **Experience**

- 1 + years in marketing, communications or related disciplines
- Experience and interest in the fitness industry is an asset

### **Working Conditions**

- This position is based out of canfitpro Home Office at 225 Select Ave. Toronto
- Mainly weekdays, occasional evenings and weekends
- Occasionally work off-site and travel may be required

**canfitpro** is an equal opportunity employer. Upon request, we will make accommodations available during the recruitment process to applicants with disabilities.