



## VICE PRESIDENT OF DESIGN

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### Position Overview:

As the Vice President of Design of Enactus SFU, you will play an integral role in creating and maintaining the branding of our organization. Using design, communication, and leadership skills, you will have the opportunity to apply your original ideas to preserve the creative vision and personality of Enactus SFU. Furthermore, you will provide support and guidance to the designers of all Enactus SFU programs. In this role, you will be working closely with a team of Enactus SFU Executives and reporting to the President. This position will enable you to exercise your creative freedom over all material that represents Enactus SFU, while maintaining brand guidelines.

Your term will run from **March 2017** to **May 2018**.

### Responsibilities:

- Work closely with the Vice President of Marketing and the Vice President of Finance to create promotional material that meets Enactus SFU standards (website, newsletters, etc.)
- Execute marketing campaigns with the Vice President of Marketing
- Oversee all of Enactus SFU's projects to ensure brand consistency, while developing brand identity for new projects
- Create graphics for Enactus SFU recruitment, events, and competitions
- Recruit, support and oversee Design Managers within each of Enactus SFU's projects and competition teams
- Maintain and update the Enactus SFU website regularly, as well as support Design Managers with their project websites
- Hire and mentor a media production team (photographers and videographers) for Enactus SFU
- Collaborate with the VP of Member Engagement to create a monthly newsletter for internal use

### Qualifications:

- Passion for organizational branding and high level of skill in visual and spatial design
- Proficient in the Adobe Suite programs (Illustrator, InDesign, Photoshop etc.)
- Proficient in Microsoft Powerpoint and/or Keynote
- Works well within a team and consistently meets deadlines
- Strong time management skills with the ability to multi-task and prioritize
- Photography and videography skills are an asset
- Completion of IAT 233 is an asset
- Basic knowledge of WordPress is an asset

**\*Please include a PDF portfolio of your work to complete your application\***

Please contact the Incoming President, **Cody de Leijer**,  
at [in.president@enactussfu.com](mailto:in.president@enactussfu.com) with any questions.