Job Title: Graphic and Multimedia Designer

Location: Toronto, Canada (only candidates who are eligible to work legally without work visa sponsorship in Canada will be considered.)

Contract Type: Full-time (40 hours per week), Fixed Term (Maternity Cover)

Hiring Salary: CAD 75,346 per annum (before taxes, commensurate with experience)

Target Start Date: As soon as possible

Application Closing Date: December 04th, 2026, 18:59 EST

This job advert is for an existing vacancy

About Right To Play:

For more than 25 years, Right To Play has been protecting, educating, and empowering millions of children each year to rise above adversity through the power of play.

We offer programs in 13 countries across Africa, Asia, the Middle East and North America, reaching millions of children each year in some of the most difficult places on earth, helping them to stay in school and learn, overcome prejudice, heal from trauma, and develop the skills they need to thrive. We do this by harnessing play, one of the most fundamental forces in a child's life, to teach children the critical skills they need to dismantle barriers and embrace opportunities, in learning and in life.

This work is supported by our two global offices in Toronto, Canada and London, UK; and seven National Offices in North America and Europe.

Benefits Highlights:

- Connect and collaborate with a global team who are passionate about protecting, educating and empowering children and youth using the power of play!
- Culture premised on our **Culture Code (accept everyone, make things happen, display courage, demonstrate care, and be playful)**
- Paid leaves (20 days annual leaves, 3 personal days per year)
- Competitive benefits such as medical and health insurance, group RRSP plan, and gym membership
- Learning opportunities and 5 learning and development (L&D) days per year
- More information on what we offer is available on **our website**.

Application Method:

Apply with your resume and cover letter in English via the application link: https://righttoplay.hiringplatform.ca/257755-graphic-and-multimedia-designer/1172070-application-form/en

Right To Play provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. We strongly encourage groups who have been historically disadvantaged with respect to employment to apply for positions at Right To Play.

As part of our selection process, final candidates will be required to complete security checks and Vulnerable Sector Check or equivalent criminal record check as a condition of the offer. More details about our recruitment process are available **here**. Safeguarding information is available **here**.

As part of our recruitment and selection process, Right To Play uses Artificial Intelligence (AI) - assisted tools to support the assessment of candidates or applications. This may include but not limited to generating and editing of job adverts, assessment and interview questions, scheduling, translation, transcription, note taking, etc. Our Applicant Tracking System (ATS), VidCruiter, also use AI-powered ChatBot to answer candidates' enquiries. These tools are used only to assist human reviewers in evaluation and do not make selection or screening decisions. All hiring decisions are made by human reviewers. All AI-assisted processes comply with applicable privacy and data protection regulations, including GDPR and PIPEDA. For more information, please refer to **RTP AI Policy** and our **Best Practice: Use of AI in Recruitment**.

We value and promote a culture of diversity, equity, inclusion, and belonging. We are committed to providing accommodations to candidates with disabilities during the recruitment and selection process, and thereafter. Please reach out to the People & Culture team by email at **careers@righttoplay.com**. **All information provided will be treated as confidential and used only to provide an accessible candidate experience.**

JOB DESCRIPTION

Job Title: Graphic and Multimedia Designer	**Grade:** 7
Reports to: Director, Marketing and Communications	**Location:** Toronto, Canada
Direct Reports: N/A	**Department:** MARCOM

I. JOB SUMMARY

Reporting to the Director, Marketing and Communications, Global, the Graphic and Multimedia Designer brings their creative vision, brand leadership, technical expertise, and familiarity with best practices in visual communications to a growing global organization with a dynamic brand and mission.

The Graphic and Multimedia Designer is a key member of the Global Communications Team and contributes to the development and execution of Right To Play's brand, communications, and content strategies. The incumbent ensures the use and appearance of the Right To Play brand is consistent across the 20 countries where Right To Play operates and empowers Right To Play's teams with brand resources, technical support, and training. The incumbent supports Right To Play's awareness, fundraising, and thought leadership priorities by producing engaging and impactful brand and marketing content and collateral in digital and print formats for use across multiple markets, including social media

and website content, videos, campaign and event collateral, advertisements, infographics, and reports and presentations. The incumbent manages Right To Play's online photo and video database (SmugMug) and Canva design account.

III. RESPONSIBILITIES **Time%**

In accordance with Right To Play (RTP) approved policies and procedures, the incumbent:

1.	**Graphic and Multimedia Design and Content Creation** • Supports Right To Play's awareness, fundraising, and thought leadership priorities by producing engaging and impactful brand and marketing content and collateral in digital and print formats for use across multiple markets, including social media and website content, videos, campaign and event collateral, advertisements, infographics, and reports and presentations. • Leads on ensuring content is optimized for platforms and user experience, and is compelling, relevant, topical, and engaging; • Supports on the development of content strategies for campaigns and events; • Manages merchandise production for Right To Play's Toronto HQ (wearables, banners and signage, etc.) and liaise with vendors on pricing and production.	**65%**
2.	**Brand Leadership** • Provides brand, design, and content creation leadership and support to Right To Play's Country and National ~~20~~ offices • Ensures the use and appearance of the Right To Play brand is consistent across all markets, in accordance with our brand guidelines • Supports teams with brand resources, technical support, coaching and training.	**10%**
3.	**Visual Asset Management** • Manages Right To Play's online photo and video database (SmugMug), ensuring all photos and videos are permission-cleared, tagged, and available for use across the organization. • Manages Right To Play's Canva account, including its database of visual assets.	**10%**
4.	**Strategy and Planning** • Helps to develop and delivers on Right To Play's annual communications plan and content strategy, in collaboration with team members. • Contributes to the development of the organization's monthly editorial calendar.	**10%**

	• Works with colleagues to develop marketing and fundraising campaigns that engage and inspire supporters and spur them to action. • Stays on top of trends in content marketing and supporter engagement and brings expertise and insights to the team	
5.	**Other duties as assigned**	**5%**

IV. PLANNING AND ORGANISING

This incumbent will receive guidance from the VP, Marketing and Communications on establishing individual goals that are aligned with the strategic goals of the organization. The incumbent will be expected to manage their own day-to-day work and seek input from his/her supervisor as required. The incumbent will work on assignments as directed by supervisor and based on needs and deadlines of the department. Once projects are assigned the incumbent will be expected to plan and manage the workflow to complete these projects within the timeframe agreed with their supervisor.

V. MINIMUM QUALIFICATIONS (Must have)

(A) EDUCATION/TRAINING/CERTIFICATION

- Undergraduate degree or college diploma in Graphic Design, Studio Art, or Multimedia Design

(B) EXPERIENCE

- 7 years of experience in the field of graphic and multimedia design, content creation, video editing, and/or art direction;
- Experience providing brand leadership and vision;
- A proven track-record of creating compelling multimedia content and collateral that grabs attention and connects, motivates and inspires audiences;
- Experience developing content strategies for campaigns and events;
- Demonstrated experience with information design, with an ability to take complex issues/topics and translate to engaging, easy-to-understand visuals;
- Experience developing and offering brand and design coaching and training;
- Experience managing external vendors and projects with multiple stakeholders;
- Experience creating visuals for Meta and Google advertising platforms

(C) COMPETENCIES / PERSONAL ATTRIBUTES

- A proven ability to build strong relationships with colleagues and lead collaborative projects;
- Creative thinker who understands brand strategy, visual communication, and trends in content strategy and creation, and who is passionate about bringing brand and mission to life and driving supporter engagement through visual communications;

- Detail- and deadline-oriented self-starter with a strong sense of personal accountability, excellent time management and organizational skills, and the ability to handle multiple projects concurrently;
- Clear and confident verbal and written communicator who is able to work collaboratively with colleagues to help them achieve their creative vision, and who can provide constructive feedback that empowers people to be brand ambassadors for the organization;
- Lifelong learner who is naturally curious in life and in work, open to new ideas, and motivated to share new ideas with their team;

(D) TECHNICAL SKILLS

- Proficiency with Adobe Creative Suite, Canva, SmugMug or other photo/video management systems;
- Video production and editing skills;
- Familiarity with the print production process and ability to create and manage the production of annual reports, brochures, etc.;
- Mastery of digital design process and best practices, including platform optimization, latest trends, and innovative approaches;
- Familiarity with website publishing and digital content maintenance utilizing a CMS;
- Familiarity with email marketing platforms like MailChimp, or other
- Knowledge of digital marketing and advertising approaches and best practices.

(E) LANGUAGES

- Fluency in oral and written English

VI. DESIRED QUALIFICATIONS (an asset)

- Experience with web design and website management
- Skills in photography, videography, and/or animation
- Experience managing social media accounts
- Experience managing teams of creatives;
- Strong writing and editing skills;
- Experience working in a non-profit and/or a global work environment;
- Knowledge of basic HTML and CSS;
- Knowledge of Arabic and French.

VII. JOB CONTRIBUTIONS/IMPACT

(A) PROBLEM SOLVING

The incumbent is expected to manage problems independently and come up with creative solutions. He/she will seek advice from the VP, Marketing and Communications and his/her communications colleagues when dealing with unusual situations. He/she is expected to support the team in solving work-related problems.

(B) FINANCIAL IMPACT

The incumbent is expected to keep assigned budgets in mind for each project while develops and designs the projects so as not to exceed the available budget. The incumbent will need to consider production costs while creates and develops communications products

(C) INFORMATION MANAGEMENT

The incumbent is expected to ensure that all relevant digital and none-digital communications and marketing assets and products produced by the organisation are captured, collated and properly stored, tagged and organised to ensure easy and efficient access and use of these assets and products. The incumbent is expected to ensure that storage platforms are regularly updated and available for use. The incumbent is expected to share knowledge of where to find assets and products with relevant communications and marketing colleagues as well as other colleagues as necessary and relevant.

(D) CONTINUOUS IMPROVEMENT

The incumbent is expected to keep abreast of trends and best practices in the field of design and content production and where appropriate and relevant. Bring these insights into his/her work to strengthen and enhance marketing and communications output. The incumbent is also expected to develop proposals and actively recommend changes to processes to increase efficiency of output and workflow in their area of work.

(E) RELATIONSHIP MANAGEMENT

The incumbent is expected to maintain an ongoing communication with relevant colleagues to ensure that all information on communication assets and products is being shared in a timely manner. The incumbent is expected keep a professional and friendly relationship with all members of the RTP team as well as professional relationships with other stakeholders.

VIII. CONTACTS/KEY RELATIONSHIPS

(A) Internal

Global Marketing and Communications team
National and Country office communications leads
Colleagues across the organization

(B) External

Design and production vendors and consultants

IX. WORKING CONDITIONS

(A) PHYSICAL ENVIRONMENT AND EFFORT

The incumbent will work in an open office environment for the majority of the time, primarily seated at a desk and in front of a computer.

(B) SENSORY DEMANDS

High level of concentration and attention to detail and accuracy is required.

(C) MENTAL DEMANDS

The incumbent's job requires attention to deadlines, including managing tight deadlines. The incumbent will face situations with competing priorities and deadlines and must be able to deal function effectively and manage time and output under pressure.

X. ADDITIONAL JOB-RELATED CONDITIONS

Travel to other countries may be required