



Position: Advertising Designer
Proposed Start Date: August 1, 2007
Term: Maternity Leave (1 year contract)
Experience: 5+ years

The *Western Standard* is a national general interest newsmagazine that is published 24 times a year (ever two weeks). We have a total readership of 230,000. We are independently owned and operated. *Western Standard* magazine is also a media partner with *Western Standard Radio*. The company produces a wide variety of radio shows that offer a modern talk radio format and gives listeners an informative and entertaining source for news, views and analysis. Every week we reach an affluent adult listeners base of 80,000.

ROLE SUMMARY:

Are you up for the challenge? We're looking for an energetic, outgoing detail-orientated Advertising Designer. Working with the Advertising Department, the Advertising Designer will design and develop a wide range of advertising and marketing materials for the magazine and radio shows. This includes but is not limited to client ads, supplement layouts, advertising campaigns, and subscription inserts. You will also be required to coordinate the production of the above projects from start to finish.

You must possess a diploma/degree in Visual Communications or similar with at least 5 years of experience related to these areas.

OTHER DUTIES AND RESPONSIBILITIES:

- Work with the Account Executives to develop client advertising materials
- Design for a wide range of clients/products
- Coordinate deadlines internally and with printers on special inserts
- Oversee and coordinate the production of most advertising materials; put quotations together
- Inspect proofs for accuracy and adherence to appropriate production standards
- Provide technical advice to printing representatives/other designers

SKILLS REQUIRED:

- Must be proficient in QuarkXPress, Photoshop CS, and Illustrator CS
- Strong design skills a must
- Multi-tasking and attention to detail is vital
- Must maintain a high level of quality and consistency
- Must be proficient with the printing process - start to finish
- Must be able to interpret advertising design needs and reflect them in your designs; design with little or no direction
- Capable of working under a tight deadline where quality and deadlines are a priority
- Be able to communicate effectively both in writing and orally
- Ability to put detailed quotes together that require research and thought

Send four samples of your work in pdf format (or website address of your portfolio), along with your resume to shelley@westernstandard.ca. No phone calls please. You will be notified once we have made our selection.