

**Multimedia Design and Content Creator**

**Locations:** Edmonton

**Positions :** 1

**Position Status:** Full Time (37.5 hrs. per week)

**THE OPPORTUNITY**

Are you passionate about design and multimedia content creation? Do you thrive in dynamic environments where creativity and strategic thinking converge? We seek a talented Multimedia Design and Content Creator to join our team and play a pivotal role in enhancing our organization's visual and digital presence. As our Multimedia Design and Content Creator, you will have the chance to create compelling designs, engage diverse audiences, and contribute to the success of our mission-driven initiatives. If you're ready to make a difference through creative design and strategic marketing, join us today and be a part of creating positive change!

**THE ORGANIZATION**

Métis Urban Housing Corporation (MUHC), an affiliate of the Métis Nation of Alberta, was incorporated in 1982 to provide subsidized, adequate, and suitable housing to low and moderate-income Indigenous families in Alberta. We currently have 507 units in 14 urban centres funded by the Federal Government through Alberta Seniors and Housing. MUHC employs over 40 full- and part-time staff members; together, we oversee tenant relations and property management needs for thousands of tenants. Unlike any other subsidized property management company in Canada, we offer housing across Alberta and are Alberta's largest Indigenous housing provider. For more information about Métis Urban Housing and its sister organization, Métis Capital Housing Corporation (MCHC), visit our website at [www.metishousing.ca](http://www.metishousing.ca).

**KEY RESPONSIBILITIES**

Working under the supervision of Director of HR & Corporate Services, the Multimedia Design and Content Creator is responsible for creating and implementing effective design and promotional items to enhance Métis Housing's visual and digital communication. The role involves coordinating various multimedia channels and managing content creation and design while ensuring consistency in brand messaging.

**Design and Illustration**

- Design promotional and business-related materials such as brochures, banners, flyers, newsletters, social media posts, and website content.
- Manage print production processes, creating print-ready files for marketing materials.
- Ensure consistency in brand messaging and visual identity across all communication channels.

**Photography and Videography Skills**

- Operate relevant equipment for photography and videography, possessing basic to intermediate skills.
- Edit photos using Adobe Photoshop and videos using Adobe Premiere Pro.

**Social Media Management**

- Develop and execute social media strategies to increase brand awareness and engagement.
- Schedule content using tools like Hootsuite to maintain a consistent online presence.
- Monitor social media channels for trends, mentions, and interactions, responding appropriately.
- Analyze social media metrics to measure the success of campaigns and adjust strategies accordingly.

**Website Content Management (Asset)**

- Manage website content, including backend support and updates.
- Apply SEO principles to enhance search rankings and drive website traffic.
- Use HTML and CSS for layout and design improvements.
- Work with CMS platforms like WordPress, Wix, or Joomla.

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**KEY RESPONSIBILITIES (cont.)**

**Communication Skills**

- Draft and respond to emails and social media inquiries.
- Familiarity with the Canadian Press Style Guide is an asset.

**Other Responsibilities**

- Collaborate with affiliates to align promotional materials and support joint initiatives effectively.
- Liaise with community associations, agencies, and stakeholders.
- Represent the organization at community activities to enhance the organization's community profile.
- Participates in committees, task forces, and special projects as required.
- Support the Communications team in achieving their objectives, contributing to a dynamic and collaborative work environment.

**QUALIFICATIONS**

**Education**

- Bachelor's Degree or Diploma in Graphic Design, Visual Arts, Marketing, or a related field.
- Equivalent professional experience in relevant areas will also be considered.
- At least 1-2 years of relevant work experience, particularly in design, print, photography, and videography, where proficiency is required. Experience within a non-profit, community service, or Indigenous-focused organization is advantageous.

**COMPETENCIES**

- **Creative Design & Multimedia Production** – Demonstrates strong skills in graphic design, photography, and videography, producing visually compelling content aligned with organizational branding.
- **Digital Marketing & Promotional Materials Strategy** – Knowledgeable in digital marketing trends, content creation strategies, and platforms, with the ability to plan, schedule, and analyze campaigns effectively.
- **Technical Proficiency** – Skilled in Adobe Creative Suite (Illustrator, Photoshop, InDesign), MS Office, and familiar with website content management systems, SEO, and basic HTML/CSS.
- **Communication & Writing Skills** – Excellent written and verbal communication abilities, with a talent for crafting clear and engaging messages for diverse audiences.
- **Organization & Time Management** – Strong ability to manage multiple projects, meet deadlines, and work under pressure while maintaining attention to detail.
- **Cultural Awareness & Professionalism** – Knowledge of Métis culture and political environment is an asset, with a demonstrated commitment to diversity, inclusion, cultural sensitivity, and confidentiality.
- **Collaboration & Relationship Building** – Builds effective relationships with affiliates, partners, and community stakeholders, representing the organization with professionalism.
- **Integrity & Reliability** – Consistently demonstrates sound judgment, ethical behavior, and a dependable work ethic.

**WORKING CONDITIONS**

- Works in an office environment. Usually works a standard workweek; some overtime is required to attend meetings or events.
- The nature of work may include extended periods of intense concentration and demanding work schedules with frequent interruptions and deadlines to meet.

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**WHAT WE HAVE TO OFFER YOU**

- The opportunity to work with a non-profit Indigenous organization
- A comprehensive benefits plan including: life insurance, disability, health, and dental
- Generous vacation time and personal time off days
- Employer matching RRSP to support retirement plans
- Personal development
- Competitive compensation
- Compensation for professional fees

**HOW TO APPLY**

Applicants should send a resumé and cover letter outlining how they meet the specific requirements of the position by email to: [hr@metiscapital.ca](mailto:hr@metiscapital.ca) or by Fax: 587-855-6470. While we sincerely appreciate all applications, only those candidates selected for interview will be contacted.