

*Do you have an extreme, obsessive, unwavering focus on customer experience? Do you thrive in a dynamic work atmosphere that strives for **excellence on a daily basis**? Are you motivated by innovative and forward-thinking ideas?*

Then you've got what it takes to succeed at **CWD**.

### **Design Lead**

We are currently looking for a leader to motivate and inspire the design team into new creative territory that is aligned with each brand, while enhancing their unique personas. This is the perfect role for someone excited to lead a vibrant and a collaborative team, focusing on **“Creating What's Different”**. If you're determined to bring life to new ideas and accept challenges your quest has come to an end.

As the supervisor you will enjoy perks such as a great work-life balance, competitive health benefits, enhanced professional development subsidies, exciting company events, working within a goal driven, creative and a charismatic team and career growth opportunities.

We are looking for a person with a high standard in branding and design that will push CWD forward while staying focused on the company vision, mission and core values.

### **Key Result Areas**

#### **Leadership:**

- **Empowerment:** Inspire and motivate the team
- **Guidance:** Delegate and direct all tasks and projects including approach, process, branding and guidelines/requirements ensuring the team member(s) understand “the why” behind the request for the best results
- **Quality Assurance:** Critique work to ensure the requestors objectives are met including branding, user experience and fundamental design performance standards are met
- **Coaching:** Provide regular real-time feedback to each team member to develop and grow their competencies by aligning their career objectives with the CWD education and training program
- **Innovate:** Research and recommend new ideas, strategies, and processes that are in the best interest of CWD which promotes a high level of output both functionally and creativity
- **Budget:** Ensure that the funds spent yield the most productive outcome

#### **Strategy:**

- **Planning:** Developing departmental objectives and create an execution strategy to achieve the highest return on investment while continuously developing strategies to increase our brand awareness and perception
- **Tools:** Educate the department on industry trends that can improve our techniques to stay ahead of our competition
- **Marketing:** Constantly evaluating our brands to ensure that the design work we are creating is setting up our brands for success with the current reality and the vision of where we want to go
- **Teamwork:** Collaborate with other departments to create websites with the best user experience

**Project Management:**

- **Administering and Securing Results:** Oversee projects from start to finish ensuring accuracy and the end result is in line with the needs of the business and key stakeholders
- **Establishing Pragmatic Timelines:** Maintain a realistic schedule of the projects and provide regular progress updates to stakeholders
- **Confirm Product Content:** Ensure product and support videos are ready prior to new product launches
- **Alignment of Quality with Core Values:** Maintain strong and consistent look and feel in all projects that align with our brand vision

**Communication:**

- **Vendors:** Lead communication with vendors and business partners related to design topics
- **Internal:** Liaison and work in collaboration with other departments within CWD to ensure they are fully up to date with all tasks and projects real-time
- **Team:** Provide design team with updates and them to contribute to the positive CWD culture by joining events and taking part in Team Member Experience initiatives

**The successful candidate possesses:**

**Education & Experience**

- Post-secondary diploma/degree in a related field.
- 3-5 years of design experience and leading a design team.

**Technical Skills**

- Excellent written and oral communication skills
- Proficiency in App design and development, 3D & 2D animation, as well as motion graphics in products and support videos
- Experience with lighting for push photography and video production
- Effective organizational, time management and project management skills
- Strong knowledge of Adobe programs

**Cognitive skills:**

- Strive to create what's different Forward Thinking: Need to look beyond today and understand how things will change tomorrow in our business
- Strong leadership skills
- Meticulous attention to detail
- Strategic mindset while being proactive in solving problems
- Tenacious and cordial interpersonal skills
- Ability to work in a fast paced and constantly changing environment

**Emotional Intelligence:**

- Self-awareness: strong desire to develop and improve yourself and knowing when to seek outside expertise and experience
- Motivation: remain self-motivated while creating enthusiasm in others
- Empathy: understand and care about people's current reality
- Social skills: understand people, develop trust, and help them
- Self-regulation: controlling or redirecting disruptive impulses and moods

*Please send a digital copy or link to an online portfolio with your application to be seriously considered.*

**Candidates who reside within a 45-minute commute of our office headquartered in Niagara Falls, ON will be given preference.**

**This position does not provide an option to work remotely.**

CWD is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environment. We will accommodate the needs of the applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process. Please advise the Human Resources Department to ensure your accessibility needs are accommodated throughout this process. Information received relating to accommodation measures will be addressed confidentially.