



CANADIAN HERO FUND

Job Description

Art Director/Graphic Designer

Location: Toronto

Context: The Canadian Hero Fund (CHF) is a registered charity dedicated to supporting Canadian Forces personnel and their families. Founded by students and recent graduates, CHF is currently raising funds to provide scholarships to the children and spouses of fallen soldiers.

In just over a year, our organization has expanded its grassroots efforts to campaigns and partnerships with national scope, including Universal Music Canada and rock band The Trews, Hockey Canada, Wrangler Jeans, Rogers Sportsnet and the Ultimate Fighting Championship for fundraisers across the country. Due to CHF's rapid growth, we are looking to add talented and passionate young people to our team. The Art Director/Graphic Designer will help bring CHF's cause to life, in print and online, with rich images and cutting edge designs.

At CHF, we take an organized and streamlined approach to running our charity - no unnecessary management, meetings, or process. We strip out everything that gets in the way of our focus on fundraising and interacting with our supporters. As CHF's Art Director/Graphic Designer, you'll take a leadership role in building this budding national brand.

Responsibilities:

- Create rich media and cutting-edge design for print, web and television
- Work with CHF's marketing and web teams to establish brand recognition and consistency across all channels
- Turn event pictures, brand assets, and other odds and ends into visual works of art
- Think up new, creative ways to tell our story and live our brand
- Opportunities to work on large-scale ad campaigns with our outside agency

Requirements:

- Studying graphic design, art direction or relevant professional experience
- Down-to-earth and openminded approach to design
- Impeccable attention to detail
- An interest in Canadian military affairs and the support movement for CF personnel and their families

Time Commitment: Work hours are flexible. A minimum time commitment of 6 hours per week is required.

Compensation: Please note that this is not a paid position. CHF is an entirely volunteer organization with no paid staff at this time. The Art Director/Graphic Designer position offers professional-grade experience to candidates who are passionate about the project and who want to build a portfolio in design, advertising, and brand management.

How to Apply: Send your resume and cover letter to interns@herofund.ca. Your cover letter should include why you are drawn to the CHF cause.