



## Graphic Designer

Nordik Group is a flourishing company whose goal is to rise to the top of the health, wellness, and tourism industries. We have proven ourselves as an industry trailblazer through our commitment and our mission. The goal of the Nordik Group is to develop 10 spas across North America by 2027, and to push the industry to new heights by offering industry-leading and innovative experiences in order to transform the company into an international leader in Nordic-style spas.

To fulfil our primary mission of transforming people's lives, one visit at a time, Nordik Group is leading multiple projects and gaining momentum by identifying business opportunities, getting involved, and bringing promising, large-scale projects to life. By diversifying our activities, Nordik Group has created value and has grown its market.

We are currently on the lookout for talented individuals who, through their skills, will contribute to Nordik Group's growth and the fulfilment of the company's mission. Join our team.

### **Nordik Spa-Nature employees are committed to upholding our company values:**

- Accountability
- Engagement
- Respect
- Integrity
- Team spirit

### **Main duties:**

Reporting to the Creative Services Manager, the Graphic Designer is responsible for the design and creation of engaging visual communications and advertising tools for a wide variety of digital and print projects and marketing campaigns for the Nordik Group and its spas. The Graphic Designer collaborates with the marketing team to create harmonized, high-impact visuals that complies with the brand identity and guidelines. The incumbent will actively participate in the brainstorming, realization and production of a variety of marketing and communications tools that create, maintain, and increase brand recognition.

### **Responsibilities:**

- Actively participate, with the marketing team, in the creative process, from brainstorm to production, developing creative concepts and mock-ups;
- Develop and produce visual material for multiplatform advertising campaigns;

- Adapt visual concepts based on different formats (print, web with or without animation, social media, etc.);
- Design communications and promotional tools for spa operations (signage, posters, flyers, menu, etc.);
- Liaise with printers and suppliers;
- Ensure overall consistency, quality, and brand image across all visual initiatives;
- Work closely with the IT team throughout the creation of user interfaces, for UX/UI prototypes;
- Translate marketing objectives into effective visuals;
- Put forth innovative solutions that are in line with the customer experience, to create value;
- Carry out any other related duties.

### **Requirements**

- University or college diploma in graphic design
- Minimum of 2 years of experience in a similar position
- In-depth knowledge of the Adobe Suite (InDesign, Photoshop, Illustrator, After Effects, Premiere Pro)
- Excellent knowledge of digital and social media advertising
- Sound understanding of graphic design and printing principles
- Good understanding of web environments
- Experience in motion design an asset
- Good UX/UI design knowledge
- Bilingual
- Portfolio of design projects

### **Profile**

- Creativity and a strong eye for visual composition
- Organizational skills (planning, prioritizing, organization and follow-up)
- Positive and professional attitude
- Communication and interpersonal relation skills (clarity, empathy, good listener, tact and diplomacy)
- Ability to present and pitch innovative ideas, to give and receive constructive criticism
- Proactivity, self-reliance, and leadership
- Be up-to-date with new advertising trends and formats
- Ability to succeed in a fast-paced, agile, deadline- and innovation-oriented environment
- Detail-oriented
- Adaptable

### **Salary**

Based on the pay scale and benefits in effect at the Nordik Group.

### **Work schedule**

Full-time (40 hours / week)

**To apply**

Please fill in the I-Recruitment job application questionnaire on our Careers page.