

# Graphic Designer and Web Developer (Summer Student)

## About CTPA

The Canadian Tamil Professionals Association (CTPA) is a non-profit, non-partisan organization focused on developing career opportunities for emerging and established professionals through professional networking, professional development, and mentorship. As a non-profit organization, we work hard to support the pursuit of entrepreneurship, professional excellence, and economic empowerment within the Canadian Tamil community and thereby Canada as a whole.

***The duration of work will be for eight weeks with 35 hours per week.***

## Roles and Responsibilities

- Design visually compelling marketing collateral, templates and visual assets to support our content on social media, website, email and professional workshops.
- Create animations, videos or illustrations that tell the story of our organization and community to be shared on digital platforms.
- Manage other design needs such as presentations, sponsor signage, and event promotions as needed.
- Build visual content from infographics to slideshares that complement campaigns and content offers.
- Maintain WordPress sites to reflect consistently across various channels.
- Design and implement new features and functionality to WordPress site.
- Ensure high-performance and availability, and manage all technical aspects of the CMS.
- Help formulate an effective, responsive design and turn it into a working theme and plugin.
- Develop custom web applications to drive business processes.
- Integrate feeds from social networks and custom develop blogs and new plugins
- Manage CRM and third party API integration
- Develop and implement front-end web code and design standards for writing clean, semantic code.
- Create and optimize our web project management, hitting all deadlines and improving efficiency while maintaining the highest standards of quality web development.
- Proactively scope and present new ideas to improve our website experience for members, subscribers, community stakeholders, sponsors and media.

## Skills and Qualifications

- Currently enrolled and will be returning to post-secondary studies in a related subject
- Knowledge of WordPress or other CMS
- Highly technical and developer experience
- Knowledge of Adobe Photoshop, Illustrator, or InDesign
- Highly creative and visual thinker
- Social and tech savviness

## What skills can you expect to grow?

- CMS administration
- Design principles
- User experience design
- Productivity and project management
- Tools you will be using: Google Analytics, Google AdWords, CMS (WordPress), Adobe Suite, Canva, productivity tools (Asana, Google Drive)

**Note:** In order to be considered, please attach samples of your work (website samples, design samples, video samples, etc.) in the specified area of the application form.