

Volunteer Graphic Designer – Job Description

Do you love biking and have a creative ability for design?

The Greater Victoria Bike to Work Society (GVBTWS) is seeking a graphic designer with an interest in creating impressive marketing materials inspiring the public into action. Your work will directly contribute to achieving our mission of growing and supporting commuter cycling in Victoria.

Main tasks include:

- Preparing Bike to Work Week countdown posters
- Designing content for use on our website and social streams
- Preparing promotional materials for Bike Skills courses
- Collaborating in the design of the annual Bike to Work Week t-shirt
- Designing the Bike to Work Week passport and Celebration Station Map
- Designing the annual yearbook for print and online hosting on Flipbuilder
View the 2016 yearbook here: <http://online.flipbuilder.com/czrt/ntwa/>

Our ideal candidate is:

- Enthusiastic, organized, and creative
- Motivated, able to work well independently and as part of a team
- A cyclist! Motivated to encourage more people to use a bicycle for transportation

Our ideal candidate has:

- A degree/diploma in graphic design, advertising, marketing or equivalent experience
- Exceptional attention to detail
- Extensive experience with desktop publishing tools
- Familiarity with behaviour change marketing theories and techniques

Benefits and recognition

This position provides valuable experience for Graphic Design students or individuals looking to gain professional design experience or develop their portfolio. This position is also a great fit for anyone with a passion for supporting cycling as a viable form of commuter transportation.

Volunteers are highly valued members of the GVBTWS team. GVBTWS will provide reference letters for all volunteers who successfully complete a placement.

Contact: Amelia Potvin, Executive Director, with letter of interest, resume, and portfolio if available. amelia@biketowork.ca