

## Graphics Communication Designer

### About Townline

The Townline Group is a real estate development company primarily focused in the Lower Mainland and Vancouver Island. Our development and construction portfolios are diverse and consist of mixed-used multi-family and commercial construction, as well as non-market and purpose-built rental housing. Townline is a well-rounded company with proven teams specialized in the areas of Development, Affordable Housing, Finance, Acquisitions, Construction, Sales, Marketing and Customer Care all housed under one roof. Townline has been building homes since 1981 and believe diversity is the cornerstone to our success and longevity.

### **The Opportunity:**

Townline Homes is seeking a talented and innovative Graphics Communication Designer to join our dynamic marketing team. In this pivotal role, you'll have the exciting opportunity to shape the visual narrative of our growing real estate company and its diverse developments. From crafting compelling presentations and marketing materials to elevating our brand identity across all platforms, you'll be instrumental in connecting with our audience and showcasing the exceptional quality of Townline Homes.

### **Your Mission:**

- **Elevate Our Brand:** Develop innovative and consistent designs that enhance Townline Homes' visual identity across all digital and physical platforms, ensuring our brand message is communicated effectively and memorably.
- **Translate Concepts into Engaging Marketing Visuals:** Take boring presentations, conceptual ideas and discussions and transform them into fresh, on-brand visual concepts that engage and capture audience interest and clearly communicate our offerings and services.
- **Design Insightful Internal and External Communications:** Craft clear and effective visuals for internal communications (presentations, reports) that simplify complex information and for external use (marketing collateral, digital assets, community engagement) that resonates with our target audiences.
- **Drive Social Engagement with Visual Storytelling:** Design engaging graphics, animations, and interactive content optimized for social media platforms to captivate our online communities and strengthen brand presence through compelling visual narratives.
- **Bring Our Brand and Projects to Life Through Engaging Video:** Produce high-quality video content that visually articulates our brand and project stories, incorporating thoughtful editing, engaging graphics and motion elements, and ensuring brand consistency.
- **Enhance Creativity with AI-Powered Visualization:** Explore AI-powered design tools to improve workflows, generate fresh visual concepts from abstract ideas, and enhance our ability to visualize data and information effectively.
- **Collaborate on Visual Solutions from Concept to Creation:** Work closely with the Director of Marketing and potentially a Marketing Manager to understand project objectives, actively listen to discussions and ideas, and translate these into impactful visual solutions that align with our goals.
- **Stay Informed by Visual Communication Trends:** Explore new trends and technologies (including AI) in visual communication and design to keep our visuals current, impactful, and effective in conveying information.

**CREATIVE  
APPROACH.  
ROCK SOLID  
EXECUTION.**

**Qualifications:**

- Minimum of 3-5 years of professional graphic design experience with a strong portfolio showcasing your creative skills and attention to detail, as well as your ability to communicate visually.
- Proficiency in the necessary Creative Suites (Photoshop, Illustrator, InDesign, Canva, etc).
- Demonstrated video editing skills.
- Familiarity with or interest in exploring AI design tools.
- A solid understanding of visual branding principles and their application.
- Strong communication and collaboration skills, including the ability to actively listen and translate ideas into visual concepts.
- Proven ability to manage multiple projects and meet deadlines.
- A proactive and creative problem-solver with a passion for visual communication.
- Bachelor's degree or diploma in Graphic Design, Visual Communications, or equivalent professional experience.

**Bonus Points:**

- Experience in the real estate industry (while valuable, fresh perspectives are equally welcome).
- Skills in motion graphics and animation.
- Photography skills.
- Basic understanding of web design principles.

**What We Offer:**

- A competitive salary and comprehensive benefits package.
- The opportunity to make a significant visual impact on a growing real estate company and its diverse projects.
- A collaborative and stimulating creative environment where your ideas are valued and you have the opportunity to visualize and bring them to life.
- Diverse and exciting design projects to showcase your talent in visual communication.
- Opportunities for professional growth and development within our marketing team.

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