



Multimedia Design Specialist

Transforming Cleft

Type: Employee – Full-Time (35 hours per week)

Are you a **creative visionary** who understands quality assets go **deeper** than a polished aesthetic? Are you interested in **innovating** within a team to **make a difference** in the lives of children, families, and the global health professionals that serve them? This might be your next role!

Transforming Cleft (*transitioning from “Transforming Faces”*), is a Toronto-based internationally influential charity. We’re seeking a **Multimedia Design Specialist** to join our dynamic communications team.

About Transforming Cleft

All children born with cleft lip and palate deserve access to a [full circle](#) of care to help them achieve full rehabilitation. We partner with local care teams around the world so that families can access the care as close to home as possible.

How? Watch [Gonzalo’s Journey](#) – A 4-minute cinematic snapshot of our work.

For the last 25 years, we’ve advanced Comprehensive Cleft Care (CCC), including through leadership in the [Circle of Cleft Professionals](#).

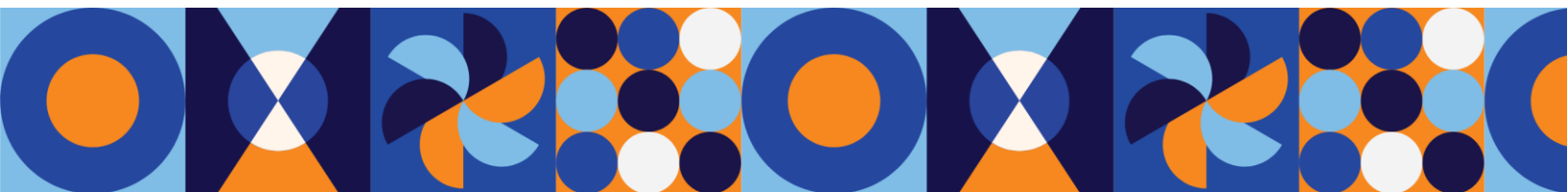
Multimedia Design Specialist

Engaging and interactive design is important to our success as a leading health-based NGO. This role offers ample opportunity to **help shape** our multiple brand identities.

Reporting to the Communications & Engagement Manager, you will:

- *Influence* the creative direction of our organization
- *Create* the visual look and feel of assets that support community engagement and mobilize our supporters
- Use data to make *informed* decisions for building effective landing pages
- Leverage animation and video editing to enhance our message through short videos
- *Ideate* campaigns, educational workshops and conferences with your colleagues
- Flex your creativity through social media copy

This role’s main focus is upon visual creativity through graphic, information, and web design, supported by crisp **content creation** in social media and print.





What's it like to work at Transforming Cleft? [Watch this glimpse](#) via our Summer Communications Specialist.

Highlights from Our Communications Team:

- Two rebrands & new websites - transformingfaces.org | cleftcircle.org
- Building a collaborative online platform & [animated promo video](#)
- Launching [Gonzalo's Journey](#) video, supported by a [print mailer](#) activity
- Annual [Impact Report](#) and its accompanying assets
- Short videos & reels for our [social media](#)
- Print assets, advertisements, and branded merchandise

What's ahead? In 2025, our organization is launching our new identity as “Transforming Cleft”, celebrating our 25th anniversary, and designing multiple workshops.

Key Skills & Qualifications

Adaptability & Desire to Learn – Receptiveness to feedback from diverse perspectives is essential. A consistent desire to learn new tools and to stay on top of the latest trends in the sector are important.

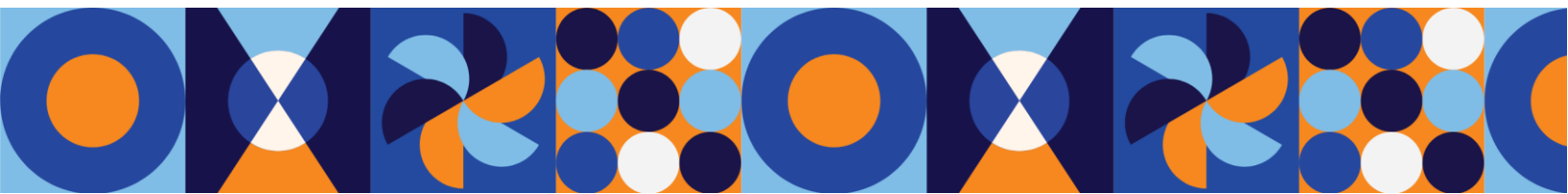
Time Management & Organization – Balancing projects and requests from various team members.

Initiative & Problem Solving – Determination to collaboratively find solutions to complex problems.

Technical Skills: Print Design, Web Design, Motion Design, Editing, Illustration & Iconography (Vector files).

Systems:

- **Adobe Creative Cloud:** Illustrator, AfterEffects, InDesign, XD (or Figma), Photoshop, LightRoom; Exposure to video editing tools is beneficial (Premiere Pro/ similar)
- **Collaborative Tools:** Canva, Microsoft Suite, Google Suite
- **Websites:** WordPress, front-end page builders, plugins; basic understanding of CSS, HTML, or JavaScript for visual aspects an asset





Experience:

- 2+ years working as a part of a marketing/ communications team for a dynamic brand or within an agency
- Experience in or exposure to an NGO/ charity environment is a strong asset
- Degree or Diploma: Interactive Media Design, Graphic Design, Web Design, Illustration, Fine Arts, Production, Communications or similar

Additional Strengths:

- *French or Spanish Proficiency –we create products in multiple languages*
- *A desire to branch into new areas of creativity from writing, video, or audio*
- *Exposure to Google Analytics, Google Ads, Meta Business Suite & similar*
- *Exposure to SEO principles*

What We Offer:

- A competitive salary \$57,000 - \$62,0000
- An environment that focuses on learning and professional development
- A hybrid-work set up: Currently 3 days per week in office, 2 days remote
- RRSP matching & pay in lieu of benefits
- 20 days' vacation (4 weeks)
- A bright office space in the heart of Little Italy, Toronto

How to Apply

Please submit your cover letter targeted to this role, your resume, and a portfolio highlighting your work (as a link or PDF) to careers@transformingfaces.org

