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| <b>Position:</b> | Creative Content Designer                   | <b>Location:</b> | Scarborough, ON<br>flexible hybrid work schedule |
| <b>Job Type:</b> | Full-time, temporary<br>(37.5 hours / week) | <b>Salary:</b>   |  |

### About the Company

Founded in 2007, Cast Connex has grown to be a world leader in the design and manufacture of structural steel castings. We have offices in New York City, San Francisco, Dallas, Toronto, and London.

At **CAST CONNEX** we simplify the design and enhance the performance of structures by enabling Architects and Engineers, and Construction Professionals to use the cast steel connections we design and supply.

- We take pride in collaborating in the creation of safer, innovative, and more beautiful built environments.
- We are energized by the work of our collaborators who represent the top AEC firms in the world.
- We are the industry leader in the architectural and structural use of cast steel components in the design and construction of buildings, bridges, and other structures; we have designed and supplied more steel castings for architectural applications than any other firm worldwide.
- We are highly technically trained and professionally accomplished structural engineers with a passion for chasing the best solutions for AEC projects; we question, explore, and execute.
- Our ever-expanding line of standardized products includes pre-engineered connectors that simplify the design, improve the economy, and enhance the performance and aesthetics of structures.
- We offer design-build solutions for custom cast steel nodes and components with attention to the specific needs of any project.

**Notable projects include:** MSG Sphere at The Venetian, Queen Richmond Centre West, Salesforce Transit Center, Vancouver International Airport, 2 PENN, 30 Hudson Yards, Academy Museum of Motion Pictures, Austin-Bergstrom Airport, Bermuda Airport, Charlotte Douglas International Airport, CTA Blue Line Canopy, Day's End at The Whitney, Fanny Appleton Pedestrian Bridge, One Bloor, UMASS Amherst Olver Design Building, USTA Arthur Ashe Tennis Stadium, and Whitney Museum of American Art.

Visit us at [www.castconnex.com](http://www.castconnex.com).

### About the Role

Reporting to the Marketing Manager, the *Creative Content Designer* plays a key role in shaping how our brand connects with audiences through compelling visual and written content. This position blends graphic design, social media strategy, and content management to deliver engaging, on-brand experiences across digital and print platforms. Working closely with marketing and cross-

functional teams, you'll create impactful visuals, craft clear messaging, and manage content calendars to support campaigns, events, and ongoing initiatives. The role requires a balance of creativity, technical proficiency, and strategic thinking to ensure all content aligns with business objectives and resonates with our target audience.

### About You

Our ideal *Creative Content Designer* is a creative, detail-oriented individual with a passion for visual storytelling and content creation. You thrive in collaborative environments, balancing creativity with strategic thinking. You have a strong grasp of design principles, social media trends, and user-centric content strategies. You're organized, proactive, and able to manage multiple projects while maintaining brand consistency and quality.

### Duties & Responsibilities:

- Create website graphics, thumbnails, and icons for events, news, resources, product pages, and project pages.
- Develop and submit print and digital ad visuals.
- Design social media and landing page visuals that align with brand guidelines.
- Support template file creation and updates (e.g. business cards, datasheets).
- Update and enhance sales presentation decks.
- Assist with email and landing page creation for campaigns.
- Support video editing and multimedia content production (animation is a strong plus).
- Organize and maintain marketing assets and content libraries.
- Plan content schedules in collaboration with the marketing team.
- Draft planned digital and print content for review and approval.
- Review content and visuals with a keen eye for detail and accuracy
- Manage the social media content calendar and schedule posts via CRM tools (HubSpot).
- Monitor social media content requests to ensure timely execution of events and internal activities.
- Report on social media analytics monthly and provide actionable insights.
- Review and refine content across all CCX marketing channels, including print media, website, emails, and landing pages.
- Collaborate with marketing, sales, and technical teams to align content with business objectives.
- Continuously research trends and best practices in design, UX, and social media.
- Participate in content planning meetings and contribute to strategy development.
- Ensure all content adheres to brand guidelines and accessibility standards.

### Technical Capabilities

- **Adobe Creative Cloud Suite:** InDesign, Illustrator, Photoshop, Premiere Pro, After Effects.
- **Social Media Platforms:** Instagram, LinkedIn, TikTok, YouTube.
- **Content Management & Scheduling Tools:** HubSpot, Monday.com, Microsoft Planner.
- **Copy Editing & Content Writing:** Strong command of English; French proficiency is a plus.
- Familiarity with video editing and photography.



- Understanding of UX principles and accessibility standards.
- A keen eye for visual composition with strong layout and typographic skills.
- Understanding of marketing, production, website design, corporate identity, advertisements, multimedia design, and design deliverables as part of a fast-paced team.
- Keen attention to detail ensuring all product deliverables are met and free of errors.
- Ability to manage multiple design projects simultaneously, prioritizing tasks and meeting deadlines.
- **Bonus:** Experience with 3D rendering software, HTML/CSS basics, and SEO best practices.

### Qualifications

- Degree or certificate in Graphic Design, Marketing, Communications, or related field.
- Proven experience in professional social media content creation (preferably B2B).
- Strong attention to detail and ability to meet deadlines.
- Excellent written and verbal communication skills.
- Experience with CRM systems (HubSpot preferred).
- Familiarity with task management tools (Monday.com, MS Planner).
- Photography and videography experience.
- Knowledge of A/B/n testing and content performance analytics.

### How to Apply

Email resume and portfolio to [careers@castconnex.com](mailto:careers@castconnex.com)

Portfolio submission with application is **mandatory**.

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### CAST CONNEX is proud to be an Equal Opportunity Employer

Cast Connex is an equal opportunity employer that is committed to diversity, inclusion, and equity in the workplace. We prohibit discrimination and harassment of any kind. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. Cast Connex makes hiring decisions based solely on qualifications, merit, and business needs at the time.

While remaining alert and sensitive to the issues of fair and equitable treatment for all, Cast Connex has a special concern with the participation and advancement of members of designated groups that have traditionally been disadvantaged in employment: women, visible minorities, Indigenous peoples, and persons with disabilities.

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### EMPLOYEE SIGN-OFF

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**Employee Name**

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**Employee Signature**

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**Date of Sign-Off**

