

Job Description

Visual Communications Designer (Science)

About G2V Optics

G2V's founding mission is to develop and commercialize technology that will enable food production for a growing population while significantly reducing fresh water and land use. We do this by improving yield, quality, and operating costs for commercial growers through automated, integrated, intelligent growing technology. We are obsessed with using new technology to make a difference and continue to develop some of the most dynamic and innovative new products for the fast-growing indoor and vertical horticulture market.

We are an agile team that functions on a startup-style culture based on quick learning, honesty and personal development, flexibility, and balance.

Summary

The *Visual Communications Designer* is responsible for distilling highly technical information into customer-friendly formats for a combination of marketing and project reporting. This will include delivering written, graphical, and illustrative technology-specific content on the website, technical data sheets, social media, brochures, and marketing material. This position is offered as a six (6) month internship with the potential to evolve into a permanent full-time role within the team.

Primary Responsibilities

- Understand and communicate complex physics, electronics, optics, horticulture, and plant biology concepts inherent in G2V's technology and communicate them to non-experts
- Creative graphic design, copywriting, and creation of digital marketing materials in concert with sales & marketing team (web pages, landing pages, brochures, infographics, images, and videos)
- Analysis, formatting, plotting, reporting, and creation of visual aids for technical documentation in collaboration with technical team (spec sheets, technical reports, and manuals)
- Properly document marketing content and report campaign progress
- Be a leader for continuous improvement and process development within your relevant area

Target Skills & Qualifications

The successful candidate should be prepared for an ever-changing set of challenges, and willing to quickly adjust priorities and tasks to make forward progress in addition to:

- A unique combination of scientific knowledge and visual design – candidates from traditionally arts or sciences backgrounds will be considered if they can demonstrate experience from the other
- Post-secondary education in Science, Engineering, Industrial Design, or Arts from a minimum (2) year program at an accredited post-secondary institution
- Strong written and verbal communication skills
- Demonstrated portfolio of digital design, illustration, photography, and 3D rendering skills (e.g., Keynote, Adobe InDesign, Illustrator, and Photoshop, Inventor, Solidworks, Fusion, and Rhino)
- Web development skills (e.g., HTML, CSS, and Javascript)
- Experience with startup companies, hardware technology, or horticulture is considered an asset
- Interest and awareness around sustainability



G2V Optics Inc.

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Eligibility

The position is funded in part through a Federal Program. Candidates must meet the following criteria:

- Aged between 15 and 30 years
- A post-secondary graduate
- A Canadian citizen, permanent resident, or person who has been granted refugee status in Canada (no work permits or student visas)
- Legally entitled to work according to the relevant provincial legislation and regulations
- Not in receipt of Employment Insurance benefits

Contact

Show us you're detail oriented and that you read the whole job description... rather than applying through a 3rd party website, send your resume and cover letter to info@g2voptics.com with "I want to join G2V as a Technical Communications Specialist" in the subject. You'll get our attention if you can speak to how you can fit into our mission.