

Position Title: Content Lead

Reports To: Executive Director

Location: Japanese Canadian Cultural Centre, Toronto, ON

Employment Type: Full-Time

Salary: \$65,000 CAD annually

Position Overview

The Content Lead is a creative producer and visual communicator responsible for developing multimedia content that brings the Japanese Canadian Cultural Centre's work to life. From video and photography to graphic design and digital storytelling, the Content Lead supports programming, fundraising, marketing, and institutional priorities through high-quality, timely, and mission-aligned content.

This role is ideal for someone who works fluently across media platforms, thrives in a collaborative environment, and understands how aesthetics, narrative, and cultural representation can deepen public engagement. Expertise in one or more content disciplines—graphic design, video editing, motion graphics, illustration, etc.—is essential, alongside the ability to manage vendors and freelancers when needed.

Key Responsibilities

Creative Production

- Produce visual and multimedia content that supports communications, fundraising, programming, and community engagement.
- Lead in the design of posters, brochures, social media graphics, event branding, and video content.
- Capture and edit photos and videos of programs and events, ensuring they reflect the JCCC's identity and values.

Project Management and Coordination

- Collaborate with the Engagement Lead and department heads to understand content needs and develop appropriate creative responses.

- Maintain a calendar of content deliverables across departments, ensuring deadlines are met.
- Work with external vendors (e.g. printers, video editors, designers) to ensure quality and timely delivery.

Institutional Storytelling

- Contribute to shaping the visual language of the JCCC, maintaining consistency across platforms and formats.
- Translate complex ideas, cultural themes, and historical material into accessible and engaging visual content.
- Collaborate with the Heritage and Story & Brand teams to support broader storytelling and archival initiatives.

Technical Expertise

- Use and maintain proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere, etc.).
- Ensure that content is optimized for web, print, and social media, adhering to accessibility standards where applicable.
- Manage and organize digital assets, including photography and video archives.

Qualifications and Competencies

- Demonstrated expertise in one or more media formats (e.g. graphic design, video editing, photography, motion design).
- Deep familiarity with Adobe Creative Suite; experience with other platforms (e.g. Canva, Figma, DaVinci Resolve) is an asset.
- Strong project management skills and the ability to manage multiple concurrent deliverables.
- Ability to collaborate across teams and translate diverse inputs into cohesive visual products.
- Understanding of or interest in Japanese culture and Japanese Canadian heritage is an asset.
- Japanese language proficiency is an asset but not required.

Working Conditions

- Primarily onsite at the Japanese Canadian Cultural Centre.
- Occasional evening or weekend work may be required to document events.
- Must be comfortable working across departments and responding to fast-evolving content needs.

To apply, please send your cover letter, resume, and portfolio to jerroldm@jccc.on.ca with the subject line “Content Lead”

Application deadline: July 29, 2025