**JOB DESCRIPTION (JD) -** Photographer

FOR FULL-TIME NON-UNION POSITIONS

**Note:** Hovering over underlined text on the following pages to reveal a pop-up with instructions / definitions / examples.

| **JOB DETAILS** |
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| Job Title: | Photographer/Digital Content Creator | Job Number: |  |
| Department: | Digital & Visual Communications |
| Reports To (Job Title): | Manager of Digital & Visual Communications |
| Grade: |  | Effective Date: |  |

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| Reason for Submission:  | Revised Job Description |

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| POSITION SUMMARYBroadly describe the purpose of the job in 2-3 sentences. Indicate what the job does and why |
| * The Photographer/Digital Contenty Creator at Sunnybrook Health Sciences Centre in Toronto is responsible for capturing high-quality photographs and video footage that effectively communicate the organization's mission, events, and initiatives. This role plays a crucial role in visually documenting and promoting the work of the healthcare center through creative and impactful imagery.
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| **KEY RESPONSIBILITIES** |
| List approximately 4 - 5 key responsibilities of the job in the order of annual time spent on each responsibility and the approximate percentage of time spent on each responsibility on a constant annual basis (100% in total). These responsibilities represent the major areas of work and are not intended to be an exhaustive task list. Responsibilities consistent less than 5% of working time should be considered other duties as assigned. |
| # | Key Responsibilities | **%** |
| 1. | Capture photographs and video footage of various subjects, including patients, staff, events, and facilities to support marketing and communication efforts. | #% |
| 2. | Collaborate with Strategic Communications Team and internal stakeholders to understand photography and social media needs and objectives and produce engaging content | #% |
| 3. | Edit, retouch, caption and photographs and video to ensure high-quality and visually appealing images, videos and reels | #% |
| 4. | Maintain an organized and accessible database of photographs for future use by using proper storage and keywording protocols | #% |
| 5. | Stay updated on industry trends, techniques and equipment to continuously improve photography skills. | #% |

| **TECHNICAL SKILLS AND SPECIALIZED KNOWLEDGE** |
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| Identify the minimum level of education, formal training or equivalency required for the job. | Minimum Required | Preferred |
| Education | College Diploma | Undergraduate Degree |
| Years of Experience | 6-9 years | 10+ years |
| Certifications / Professional Designations*(e.g., CPA, PMP, CFP, CMA, MD, RN, NP)* |  |  |
| Job-Specific Knowledge and Technical Skills | * Proficiency in using professional photography and video equipment and editing software.
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| **ANALYTICAL THINKING & PROBLEM SOLVING** Problem solving varies according to the level of complexity in the type of problems encountered and the availability of guidance and support in the form of policies, procedures, information, and material. List up to 3 most important and complex problems or issues the job is required to solve on a regular and recurring basis. |
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| Problem(s) Typically Encountered | Approach to Solve the Problem*(i.e., degree of research, sources of analysis, information interpretation, judgement)* | Level of Complexity to Identify the Problem (i*.e., straightforward, standard, well-established, advanced, difficult, complex, strategic*) | Refer to Immediate Supervisor/ Manager to solve the problem?(Y/ N) |
| Ability to analyze and assess the best angles, lighting, and composition for capturing impactful photographs. | Experience and research of current standards | Advanced | No |
| Strong problem-solving skills to overcome challenges related to lighting, weather conditions, and other variables. | Experience and research of current standards | Advanced | No |
| Proficiency in post-processing techniques to enhance and optimize photographs. | Experience and research of current standards | Advanced | No |

| **COMMUNICATION** List the key internal and external contacts that the job is responsible for communicating and interacting with on a regular basis to carry out the responsibilities. |
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| Contact job Title | Internal / External | Purpose*(i.e. exchanging, interpreting, advising influencing, persuading & negotiation, strategic negotiation & representation)* | Frequency |
| 1.  | Choose an item. | Choose an item. | Choose an item. |
| 2.  | Choose an item. | Choose an item. | Choose an item. |
| 3.  | Choose an item. | Choose an item. | Choose an item. |
| 4.  | Choose an item. | Choose an item. | Choose an item. |

| **INDEPENDENCE OF ACTION**The level of autonomy the position has in performing work and the extent to which the activities and priorities of the position are determined independently. Respond to 3 statements below (when / how / what) and indicate the extent to which the job can determine independently for each.  |
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| The Job has the Authority and Responsibility for *Independently* Determining… | If Yes, to What Extent? *(e.g., operation, short-term strategy/tactic, long-term strategy)* | Refer to Immediate Supervisor/Manager to Make the Decision? (Y / N) |
| **WHEN** tasks are to be completed | Ability to work independently and take initiative in planning and executing photography projects. | No |
| **HOW** tasks are to be completed | Demonstrated ability to manage time effectively and prioritize tasks. | No |
| **WHAT** tasks are to be completed | Proactive approach to seeking out opportunities for capturing impactful photographs. | No |

| **IMPACT OF DECISIONS**Identify the core type of decisions that the job is responsible and accountable for and rate the level of impact on 3 dimensions (degree / area / length). If the job does not have decision making authority, put N/A. |
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| Type of Decisions made on a Regular Basis | Degree of Impact | Area of Impact | Length of Impact |
| Decisions and actions in this role have a direct impact on the visual representation and branding of the organization. | Substantial organizational impact | Multiple divisions or programs | Mid-term (1-3 years) |
| High-quality and visually appealing photographs contribute to effective marketing and communication efforts. | Substantial organizational impact | Multiple divisions or programs | Mid-term (1-3 years) |
| Effective communication and collaboration with stakeholders enhance the overall impact of photograph and video projects. | Signficant | Multiple divisions or programs | Mid-term (1-3 years) |

| **LEADERSHIP AND GUIDANCE**If the job has direct reports, please attach an organization chart. |
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| # of Direct Reports*(i.e., number of employees reporting directly into this job)* |  | # of Indirect Reports*(i.e., number of employees supervised by direct reports)* |  |
| Job Titles of Direct Reports  |  | Type of Supervision*(i.e., formal people leadership)* |  |
| Other, please specify *(i.e., informal people leadership, job is responsible for advising and providing expert guidance)* | * Ability to provide guidance and direction to subjects during photography sessions.
* Strong leadership skills to manage and coordinate photography projects.
* Ability to collaborate with creative teams and stakeholders to align photography with organizational goals.
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| **SERVICE DELIVERY**List tasks that require for accurate and timely service delivery. Client may be internal and/or external to the organization. Please include knowledge required to meet the client’s needs and to deliver the service. |
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| Type of service(Responding to queries / providing service / tailoring service / designing the service / anticipating needs / champion strategic thinking around service development)  |

* Accountable for delivering high-quality photographs that meet the organization's needs and objectives.
* Collaborate with internal stakeholders to ensure effective communication and coordination of photography projects.
* Monitor and evaluate the impact of photography efforts on marketing and communication outcomes.

| **EFFORTS & WORKING CONDITIONS**Indicate the top 3 physical, sensory (e.g., audio, visual) efforts, and working conditions beyond a typical office environment that are inherent to the job, and list the activities in descending order by frequency level.  |
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| Category | Activities | Frequency |
| Physical Effort | Choose an item. | Choose an item. |
| Choose an item. | Choose an item. |
| Choose an item. | Choose an item. |
| Sensory Effort | Choose an item. | Choose an item. |
| Choose an item. | Choose an item. |
| Choose an item. | Choose an item. |
| Working Conditions | Choose an item. | Choose an item. |
| Choose an item. | Choose an item. |
| Choose an item. | Choose an item. |
| Briefly describe choices made above: | **Physical Physical Effort:*** **This role involves moderate physical effort, including carrying photography equipment and standing for extended periods during photography sessions.**
* **May require occasional lifting or positioning of objects or equipment.**
* **Adherence to proper safety protocols and ergonomics is essential.**

**Sensory Sensory Effort:*** **Regular use of visual and auditory senses while capturing and editing photographs.**
* **Attention to detail and color accuracy in assessing and adjusting photographs.**

**Working Working Conditions:*** **Work is conducted both indoors and outdoors, depending on photography assignments.**
* **May require occasional travel to different locations within the healthcare center.**
* **Work may involve occasional evening or weekend hours to accommodate events and photography needs.**
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| **ADDITIONAL COMMENTS**Please provide any other information that is not included that you think would help others understand the scope and nature of the job (e.g., explanation of jargons, uniqueness of the job, notes to readers). |
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| **APPROVALS**By approving this job description, those signing are agreeing that the above describes the appropriate qualifications and principal functions and responsibilities for the position. |
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|  | Name | Title | Date |
| People Leader |  |  |  |
|  |  |  |
| HR Team |  |  |  |

**IMPORTANT NOTE**

The organization reserves the right to change, amend or disuse this job description at any time. This document is intended to provide an overview of the required responsibilities and qualifications.