



We are Recruiting! – Graphic & Multimedia Designer

The Company

GOLD Learning has been providing online continuing education to health care professionals working in the field of Maternal Child Health for 17 years. GOLD's annual conferences attract thousands of delegates from all around the world. We offer accredited online continuing education to health care professionals working in the Neonatal, Midwifery, Lactation, and related fields of practice. Please visit www.GOLDLearning.com for more information.

GOLD is a subsidiary company of International Conference Services Ltd. A highly respected player at an international level, International Conference Services Ltd. (ICS), is a Professional Conference Organizer in business for over 45 years that works with national and international associations and organizations to host conferences, events & tradeshows. Our work is very purposeful - we are "connecting people to facilitate change in the world." Please visit www.icsevents.com for more information.

GOLD Learning's Vision: We envision a bright future where the global standard of healthcare is continually elevated through access to the latest evidence-based online education.

Remote-First Work Environment

GOLD employees work in a remote-first work environment. Our employees truly enjoy the flexibility that remote work brings, and we work hard as a company to stay connected through weekly all-hands meetings and annual in-person get-togethers.

The Culture

GOLD Learning operates in a true "team" environment - trust, support, and empowerment of each other are very important to our culture. We know that we work better as a team, and we regularly celebrate our collective accomplishments. We pride ourselves on being innovative, solutions-oriented, and able to think outside the box, which keeps us all learning and growing as professionals together. We care deeply about creating exceptional experiences and pride ourselves in the many long-term relationships we have cultivated.

Role Overview

GOLD Learning is seeking a **Graphic & Multimedia Designer** to support the visual development of our online education brands serving maternal-child health professionals, including lactation consultants, midwives, nurses, physicians, birth professionals, and allied healthcare providers.

For 20 years, GOLD Learning has connected healthcare professionals with the latest skills, research, and clinical education through online conferences, courses, and educational programs. We work with individuals, clinics, hospitals, and organizations internationally, supported by a dynamic team of passionate people who care deeply about education, healthcare, and creating meaningful learning experiences.

This role will help shape how our conferences, courses, campaigns, and learning experiences are presented across web, email, social media, video, and digital education platforms. The ideal candidate brings strong design fundamentals, a strategic eye, and an interest in creating thoughtful, polished visual experiences for the professionals we serve.

You should be comfortable working across brand design, visual layouts, typography, digital campaigns, short-form video, website UI design, and AI-supported creative tools. This role is well suited to someone who cares about design as both a visual craft and a communication tool.

Reporting to the Managing Partner, the Client Sales & Account Manager position comes with an established client base, and consistent earning potential. In addition to this hire, we are actively recruiting two Sales Coordinators, who would assist and report to the Group Sales Manager.

Key Tasks & Duties

- Develop visual concepts and branded creative for online conferences, courses, webinars, campaigns, and education programs.
- Create digital assets for websites, email campaigns, social media, paid advertising, course pages, speaker features, and promotional materials.
- Support brand development across GOLD Learning properties, including visual systems, templates, campaign graphics, logo concepts, and brand guidelines.
- Create website UI design concepts that support clear navigation, strong visual hierarchy, and effective user experience.
- Design clear, professional layouts that use typography, colour, spacing, and hierarchy to communicate effectively.
- Create and maintain Canva templates for the marketing team while keeping materials aligned with brand standards.
- Produce and edit short-form video content for social media, promotional campaigns, speaker highlights, and educational previews.
- Use AI image generation and related creative tools to support concept development, campaign visuals, and production workflows.
- Collaborate with marketing, education, production, and event teams to translate project goals into strong visual solutions.
- Support social media and content strategy through platform-appropriate visuals, video clips, and campaign assets.
- Prepare final files for digital, web, email, video, and print use.
- Manage multiple design projects while maintaining accuracy, consistency, and deadlines.

Preferred Skills & Experience

Minimum **5+ years of experience** in graphic design, visual design, multimedia design, or a related creative role.

Strong portfolio demonstrating brand design, visual layouts, typography, digital campaigns, websites, social media graphics, and video assets.

Proficiency in **Adobe Creative Suite**, including Illustrator, Photoshop, InDesign, and ideally Premiere Pro or After Effects.

Strong working knowledge of **Canva**, including branded templates and team-friendly design systems.

Experience with **AI image generation** and interest in using AI tools to improve creative workflows.

Strong understanding of brand development, logo development, layout, typography, colour, and visual hierarchy.

Knowledge of website UI design, digital user experience, and responsive design principles.

Ability to think strategically about design, audience, campaign goals, and user experience.

Understanding of social media platforms, content formats, short-form video, and digital marketing creative.

Comfort working with sensitive and professional imagery related to maternal-child health, lactation, birth, postpartum care, and healthcare education, with care, respect, and audience awareness.

Excellent organization, attention to detail, and ability to manage multiple projects.

Strong communication skills and ability to work with feedback from multiple internal stakeholders.

You must also be familiar and have worked with the following tools:

- Interest in maternal-child health, lactation, birth, midwifery, nursing, continuing education, or healthcare communication.
- Health science, education, or healthcare-related background would be considered an asset, especially for educational video clips, course visuals, and content development.
- Experience creating visuals for online education, conferences, professional development, or healthcare audiences.
- Experience with landing page design, speaker graphics, presentation materials, exhibit materials, or event branding.
- A passion for helping elevate the learning experience of the healthcare professionals we serve.

The Benefits of Working at GOLD / ICS

- Our employees work remotely on a permanent basis.
- As an employee you are provided all hardware including company laptop, monitor, headset, mouse, keyboard, and internet-based phone
- In addition to salary, we offer a monthly work from home allowance to help cover the cost of your home internet and home office expenses
- In addition to vacation time, employees receive a paid day off on their birthday each year
- Fun in-person employee get togethers each year
- We pride ourselves in providing career development opportunities

What's next?

Applicants are required to submit a **cover letter and portfolio**.

The portfolio should include examples of brand materials, visual systems, web or landing page graphics, social media assets, video work, and any relevant brand guidelines, exhibit materials, or campaign visuals.