

JOB TITLE: Graphic Designer (In-house)



LOCATION: Oakville, ON (Full Time)

DEPARTMENT: Marketing

REPORTS TO: CMO

ROLE SUMMARY

Harvest ETFs is hiring a Graphic Designer to own visual execution across our brand – with a strong focus on performance creative. We want someone who's worked in an agency and knows what that means: fast turnarounds, sharp craft, and ads that don't just look good but actually convert. You'll design across our digital, print, and campaign materials, translating business and marketing goals into visuals that build the brand and drive measurable results. This role suits someone who treats design as a business tool, not just an art form.

WHAT YOU'LL DO

- Design high-performing digital ads (paid social, display, programmatic) alongside brand assets, presentations, and print/digital collateral
- Build and iterate on ad creative using performance data – engagement, CTR, conversion rate – to continuously improve results
- Turn marketing and business objectives into creative that's on-strategy, on-brand, and built to convert
- Run or support creative A/B tests to identify what drives performance, and apply learnings across campaigns
- Manage multiple projects at once, prioritizing by deadline, budget, and business impact
- Present work with clear reasoning – connect design decisions to strategy, audience, and performance outcomes
- Support scoping and estimating for internal marketing initiatives and campaigns
- Maintain and evolve Harvest ETFs' brand guidelines and visual identity over time
- Collaborate closely with marketing, content, and compliance teams to ensure creative aligns with brand and regulatory standards
- Partner with external motion/dev resources as needed for animation or web projects
- Keep files and assets organized to a professional, easy-to-navigate standard

WHAT YOU BRING

- 5+ years in graphic design, ideally with agency experience, including direct-response or performance advertising; experience in a regulated industry (finance) is a plus
- A portfolio showing strong ad creative and brand work, with clear evidence of performance results (CTR, conversion lifts, engagement gains)
- Fluency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro); After Effects and Figma a plus
- Solid video editing skills – cutting, pacing, sound design, and formatting for different platforms (Meta, YouTube, LinkedIn, TikTok)
- Sharp fundamentals: typography, layout, color, visual hierarchy

- Working knowledge of what makes ads perform across platforms (Meta, Google Display, LinkedIn, programmatic), including familiarity with each platform's creative specs and best practices
- Comfort reading performance data and iterating on creative based on results, not just instinct, with exposure to A/B testing on ad creative a plus
- Comfort talking timelines and scope with marketing or leadership stakeholders
- Grace under pressure: fast pivots, tight deadlines, real feedback
- Familiarity with project management tools (Asana, Monday, or similar)
- Bonus: After Effects, photography/retouching, or UX/web design exposure; personal side projects that show initiative are a plus

WHAT WE OFFER

- Fast-growing environment
- Work in collaboration with sales, investments, finance and other key departments
- Positive and supportive company culture
- Benefits provided
- Position is bonus eligible

Interested applicants please forward their resume with a cover letter to resumes@harvestetfs.com.

We thank all applicants in advance for their interest, but only those candidates shortlisted for interviews will be contacted.

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