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**JOB POSTING – CANADIAN PREMIER LEAGUE (CPL)**


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Position Title:	Graphic Designer
Department:	Marketing
Immediate Supervisor(s):	Creative Lead
Start Date:	Immediately
Term:	Full Time
Location:	Toronto, ON

**Overview**

The Graphic Designer is an integral part of the Marketing department at the the Canadian Premier League “CPL”, the Canadian Soccer Business “CSB” and across all our properties (L1O...). The ideal candidate will be responsible for creating original, organized, and visually rich keynote presentations, social media graphics and creative campaign designs that maximize brand awareness and sales through messages and media that are meaningful to our supporters and fans. You will be given a great deal of creative freedom while working closely and collaboratively with all business units but specifically, Editorial/Content, Marketing, Partnerships, Digital and Creative. You will lead on product innovation and renovations, communications and promotional experiences, and certain aspects of kit design and merchandise experience.

The Graphic Designer’s primary focus will be on youth culture - inspiring our young supporters through the power of soccer, fashion, music and arts.

**About You**

- You are an effective communicator with a proven ability to simplify complex ideas and tell stories in a visually compelling manner.
- You are energized around the opportunity to make a significant impact upon soccer enthusiasts from coast-to-coast.
- You are a clear communicator who can find creative solutions and bring innovative ideas that align with the creative strategy.
- You are super organized and love working in a dynamic environment with multiple moving targets
- You've strong time management skills - you can juggle multiple priorities within a fast-paced environment
- You are a natural collaborator. You develop partnerships cross-functionally and leverage this to achieve team goals and deadlines.
- Above all, you are proactive, positive, and inspired by the CPL and our mission!

**The Opportunity**

- Create and direct insightful advertising and content both against the League’s brand concept map and key club, athlete and soccer moments.
- Create the voice that makes supporters feel, think, act and express the heart and soul of the CPL brand



- Create forward thinking, functional designs, and develop outstanding creative work for all marketing elements, from social posts, online ads and infographics, to print ads and billboards, to full blown magazine design.
- Create the League design concepts and guidelines for key marketing elements such as: membership packages, tickets, venue credentials system etc.
- Lead the creative design process for all League and Club merchandise, including on-pitch, off-pitch, quick strike products, and any signature line in partnership with the League merchandise provider and key CPL Club stakeholders.
- Create, modify, and prepare digital presentation files using design programs such as PowerPoint, Keynote, the Adobe Creative Suite (InDesign, Photoshop, Illustrator, Lightroom and Adobe Acrobat)
- Work collaboratively with colleagues in multiple departments to identify presentation and video needs
- Research, mood board creation and conceptualization of presentation gifts and collateral.

### **Qualifications**

- Education and Experience
- 2-4-year college degree, preferably in graphic design/fine art; or equivalent experience;
- Expertise in Google Slides, Apple Keynote, and Microsoft PowerPoint;
- Expertise with Adobe Illustrator, Photoshop, InDesign, Lightroom;
- Strong working knowledge of Microsoft PowerPoint and Apple Keynote. Mac Operating Systems, Cloud-sharing platforms (Dropbox and Google Drive);
- Experience working under tight deadlines and maintaining a positive attitude under pressure;
- Experience with a design/marketing agency and/or in a sports franchise environment is an asset.

### **Knowledge/Skills/Attributes**

- Successful at working in a team environment; detail-oriented, with the ability to execute projects precisely and efficiently under tight deadlines; highly organized; reliable, dependable, a self-starter requiring minimal supervision.
- An undeniable passion for design and branding; a persistent drive to push creative boundaries, strive for perfection, and seek out the best possible solution to any assignment;
- Ability to absorb feedback constructively and iterate upon designs until the job is done;
- Ability to create deliverables that evolve, adapt, and build upon existing brand direction and guidelines;
- Ability to communicate eloquently, effectively, and persuasively when explaining concepts, design choices and direction

### **Contact**

Please send resume along with your portfolio via email to [careers@canpl.ca](mailto:careers@canpl.ca)

Thank you for your interest in the Canadian Soccer Business but only those selected for an interview will be contacted.

Canadian Premier League is an inclusive employer dedicated to building a diverse workforce. We encourage applications from all qualified candidates and will accommodate applicants' needs under the respective provincial human rights codes throughout all stages of the recruitment and selection process.