

CREATIVE LEAD

THE POSITION

Position: Creative Lead

Reports to: Director, Marketing

Status: Full-time, Permanent

Start Date: Immediately

Location: Downtown Toronto, ON

THE BUSINESSES

The Canadian Soccer Business (CSB) represents a suite of top-tier national corporate partnerships and media rights assets that are core to the sport of soccer in Canada. This includes Canada Soccer's National Teams, along with all rights and operations associated with the Canadian Premier League (CPL). The CPL is Canada's Tier 1 domestic men's professional soccer league playing in the global FIFA ecosystem of competitions currently operating 8 clubs in cities coast to coast.

JOB SUMMARY

The Creative Lead is a passionate soccer fan, with the objective and mission to elevate pro soccer in Canada.

The Creative Lead at CPL combines relentless curiosity and passion for soccer and fashion to transform the insights of our supporters into innovative art that advance the independent spirit of youth. A diverse community with expertise in design as well as color and materials; communicators and conceptual thinkers, the Creative Lead delivers innovation from insight to on-pitch, physical and digital and beyond.

As a Creative Lead at CPL, you will lead the creative deliverables and hands-on execution for a fast-growing brand that powers the best of soccer. In this role, you will lead the design team to provide design direction, strategy and leadership at a brand level. You will work with the marketing team by providing fans with relevant design solutions based on inspiration from fashion, street culture, music, art & design, technology and sport as well as from fans and

marketplace data. As the Creative Lead, you perfectly balance the creative thinking as well as leading a team of innovative, passionate and new and experienced designers. You are not afraid to roll up your sleeves and engage in hands-on exploration and prototyping. You enjoy concepting as well as obsessing with every detail to ensure a rich brand experience.

Our successful candidate will have a professional demeanor and the ability to work independently and take initiative, with the capability to adapt to the role and take on additional tasks as best fit their skill set. In working so independently, you must have strong attention to detail, a focus on quality over quantity, and a service-oriented mentality.

KEY RESPONSIBILITIES

- Leads and directs the creative design team, providing concept, direction, vision, continuity, and critical evaluation of CPL projects.
- Determines, innovates, and evolves creative design philosophy and strategies consistent with CPL design ethos.
- Lead the creative design process for all CPL/Clubs merchandise, including on-pitch, off-pitch, quick-strike products and any signature line in partnership with the league Merchandise provider and our club's key stakeholders.
- Create forward-thinking, functional design, and develop outstanding creative work for all marketing elements, from social posts, online ads and infographics, to print ads and billboards, all the way to full-blown magazine design.
- Ensures creative style is maintained appropriately for each communication channel while reviewing the brand's creative standards are met and everything adheres to the brand guidelines and regulations.
- Own the brand visual identity across all areas of communication
- Establishing strong relationships with key internal and external stakeholders, particularly your peers at our member clubs. Assisting them with their creative needs.
- Supports other department heads and/or brand teams that require additional creative resources, including CSB, League1 and others.
- Work closely with the stakeholders to discuss photography/videography direction.
- Proactively take the lead in identifying and resolving issues with the photoshoots/video shoots.

QUALIFICATIONS

- 5+ years of experience as a brand designer, building digital experiences and storytelling, with a design studio, advertising agency or corporate design group
- 2+ years of experience working in tight collaboration with development, product, marketing and content teams.

- Bachelor's Degree in design, human-computer interaction, or equivalent professional experience.
- An exceptional portfolio showcasing conceptual and original design solutions and visual storytelling
- A passion for clean, functional, impactful, contemporary yet sophisticated design.
- A strong understanding of brand and design systems, composition, and color, with a keen eye for typography, videography and photography, and meticulous attention to detail – with the ability to develop and deliver several visual styles
- Must show a passion and natural curiosity for great creative and brand storytelling.
- Effective communication skills (both in conversation and in writing)
- A well-rounded problem solver who uses visual and interaction design to simplify and solve design challenges
- A quick learner who thrives in a fast-paced, iterative environment
- A creative, conceptual thinker who can brainstorm ideas and bring them to life, including the ability to take projects from conceptual ideation through final production
- Ability to motivate others, deal with ambiguity, and effectively collaborate in decision-making.
- CSB/CPL requires a COVID-19 vaccination as a condition of employment, subject to exception under applicable law

CONTACT

Please apply with a cover letter and CV and submit your application to the attention Tidiane Bah to careers@canpl.ca

We'll hire the right candidate when we meet them.

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.

We thank all applications in advance for their interest; however, only those candidates selected for an interview will be contacted.