

Senior Graphic Designer

THE POSITION

Position: Senior Graphic Designer

Reports to: Creative Lead

Status: Full-time, Permanent

Start Date: Immediately

Location: Downtown Toronto, Canada

THE BUSINESSES

The Canadian Soccer Business (CSB) is a commercial agency that represents the media rights and a suite of top-tier national corporate partnership rights and assets that are core to growing 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) and certain League1 Canada properties. 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. League1 Canada is the country's top pro-am league, a key part of the pathway to professional soccer for Canadians including 67 women's teams and 89 men's teams. There has never been a better time to join the growing national soccer movement in Canada and make a difference, and we're a key part of it.

JOB SUMMARY

Reporting to the Creative Lead of the Canadian Soccer Business, the Senior Graphic Designer will contribute to the success of the Marketing Department by creating original, organized, and visually rich presentations, day-to-day social media graphics and creative campaign assets that maximize brand awareness and sales for the clients we represent.

KEY RESPONSIBILITIES

- Create and direct insightful advertising and content supporting CSB client's brand concept maps and all key soccer moments of those properties
- Come up with 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 designs for CSB represented properties
- Develop CPL and League1 Canada design concepts and guidelines for key marketing elements such as: membership packages, tickets, venue credentials system etc.
- Support the creative design process for all CPL 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.

QUALIFICATIONS

- 2 or 4 year college degree, preferably in graphic design/fine art; or equivalent experience
- 5+ years of previous experience in graphic design/art direction with a design/advertising agency and/or in-house environment (sports franchise environment is an asset)
- In-depth knowledge of current design graphic trends (particularly in the sports sector)
- Expert knowledge of full Adobe Creative Suite & Figma

CHARACTERISTICS

- 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
- Love sport and understand the power and influence of live entertainment experiences

CONTACT

Please apply with your **CV and Portfolio/Work Examples** and submit your application to the attention of 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.