



## 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

We are three organizations under one roof with a shared goal of making soccer the #1 sport in Canada. More specifically, we are Canada's Tier 1 men's professional soccer league (Canadian Premier League or CPL), a developmental league (League1 Canada), and a related commercial business (Canadian Soccer Business or CSB) that complement one another in pursuit of this goal.

The CPL is comprised of eight member Clubs serving communities from coast to coast. In 2024 we will embark on our sixth season building upon our record setting playoffs to end the 2023 campaign. In addition to playing in domestic competitions (CPL and the Canadian Championship), we also represent Canada in the global FIFA ecosystem via our regional club competition, the Concacaf Champions League.

League1 Canada is the platform that serves as the steppingstone between the high-performance youth, elite amateur and professional levels. Since 2014, over 1500 women and 2000 men have played in the Premier Divisions of L1, with hundreds of them graduating on to the professional ranks of the sport. In 2023 League 1 will have over 160 participating teams.

CSB is a commercial agency that is the engine of growth for Canadian Soccer. It represents media rights and a suite of leading national corporate partnership properties including Canada Soccer's Women's and Men's National Teams, Youth National Teams, Canadian Championships, CPL and its member Clubs, and League1 Canada (League1 Canada is the country's top pro-am league, a key part of the pathway to professional soccer for Canadians).

With Canada hosting matches in the FIFA World Cup 2026™ with co-hosts Mexico and the United States, and the CPL entering its sixth season, there has never been a better time to be involved in Canadian soccer!

## JOB SUMMARY

Reporting to the Creative Lead, 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, sales for the clients we represent, and create a unifying momentum for soccer in Canada!

## KEY RESPONSIBILITIES

- Create engaging and fresh graphics for sports and soccer fans
- Create and direct insightful advertising and content both 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 content and social posts, online ads and infographics, to print ads and billboards, to full blown magazine design 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 [careers@canpl.ca](mailto: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.*