



JOB POSTING

Position Title:	Art Director
Department:	Marketing
Immediate Supervisor:	Sr. Director, Creative & Brand
Start Date:	Immediately
Term:	Full Time, Permanent
Location:	Toronto, ON

WHO WE ARE

At Canadian Soccer Media & Entertainment (CSME) and the Canadian Premier League (CPL), we are building something bigger than a league or a company — we are building the world’s first integrated soccer hub. Guided by our **North Star**, our ambition is clear: to connect teams, leagues, stars, stories, and partners into a unified ecosystem that inspires millions of fans, fuels sustainable growth, and creates enduring value for Canadian soccer — at home and on the global stage.

We operate as two organizations under one roof, united by the mission to elevate soccer as **Canada’s #1 sport**:

- **Canadian Premier League (CPL)** — Canada’s Tier 1 domestic professional men’s league — showcases elite competition across communities from coast to coast. From our national championship pathway to participation in the global FIFA ecosystem, we are building a league that reflects the ambition, diversity, and potential of our country.
- **Canadian Soccer Media & Entertainment (CSME)** — the commercial engine powering Canadian soccer — manages and markets key media rights, league properties, and national team partnerships across Canada Soccer’s Women’s, Men’s, and Youth National Teams, Premier Soccer Leagues Canada, and the CPL’s member clubs. Through innovation in media, partnerships, and fan engagement, CSME amplifies the sport’s reach and impact nationwide.

Our **Growth Engine** fuels everything we do:

- Soccer is our heartbeat
- Media and storytelling is our amplifier
- Business is our fuel

We are a team defined by our **Organizational Values**:

- **High-Performance** — clarity, accountability, teamwork, and best-in-class execution
- **Innovation** — a willingness to challenge convention and shape what’s next
- **Passion** — a shared purpose, community connection, and commitment to continuous improvement



As we accelerate toward 2026 and beyond, this is a historic moment for soccer in Canada — and an extraordinary time to join our team. We work primarily **in-person from our Toronto headquarters**, because collaboration and connection make us better. We also support a **flexible hybrid environment (1–2 days working from home)** to help our people do their best work.

We are proud to be an **inclusive, equitable employer** that celebrates the diversity of our staff, our players, our fans, and the communities we serve.

POSITION OVERVIEW – WHO YOU ARE

The Canadian Premier League (CPL) is seeking a highly skilled and forward-thinking **Art Director** to lead the evolution of the League’s visual brand identity and craft compelling, high-impact creative across multiple platforms. Reporting to the Sr. Director, Creative & Brand, you will play a pivotal role in shaping the League’s design language, elevating brand storytelling, and ensuring a cohesive and innovative visual identity across all touchpoints.

From overseeing large-scale branding initiatives to designing for social media, you will be at the forefront of CPL’s creative efforts. Your expertise will not only define the look and feel of our league but also inspire soccer fans across Canada. If you live and breathe sports culture, branding, and design, thrive in a fast-paced environment, and are passionate about creating work that resonates with fans, players, and partners, this is the role for you.

SCOPE OF RESPONSIBILITIES

Brand Identity & Visual Direction

- Develop and maintain CPL, PSLC and Canadian Soccer Media & Entertainment visual brand identity, ensuring consistency and innovation across all marketing assets.
- Apply and help maintain comprehensive brand guidelines, including typography, colour palettes, iconography, and graphics standards.
- Lead the visual direction for major league initiatives, including seasonal campaigns, partnerships, sponsorships and team branding.

Creative & Content Design

- Design high-quality graphics for marketing campaigns, social media, sponsorships, merchandise, web assets, presentations and in-venue experiences.

- Develop advertising assets across broadcast media, digital, social, and print.
- Conceptualize and execute engaging content that connects with fans, from motion graphics and infographics to matchday visuals and hype content.

Stadium & Event Branding

- Design branding materials for stadium experiences, matchday activations, and league events.
- Develop signage, banners, ticketing elements, and environmental graphics to bring the CPL brand to life in physical spaces.

Collaboration & Leadership

- Work closely with the Sr. Director, Creative & Brand, marketing team, commercial business teams, soccer operations, clubs, and external partners to develop and execute impactful creative strategies.
- Mentor and guide designers, ensuring high-quality, consistent work across the team.
- Present and articulate design concepts to stakeholders with clarity and confidence.

QUALIFICATIONS

- 10+ years of experience in graphic design, or branding, preferably in sports, entertainment, or live events.
- Strong portfolio showcasing branding, broadcast, digital, social and experiential design work in a sport of fan-driven industry.
- Expert proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign – After Effects is a bonus).
- Deep understanding of sports culture, fan engagement, and emerging design trends in the industry.
- Ability to work in dynamic fast-moving environment while managing multiple projects.
- Excellent communication skills.
- A strategic thinker with a passion for pushing creative boundaries and generating impactful, innovative ideas.
- Exceptionally detailed oriented with the ability to execute high-quality work under tight deadlines.
- Strong problem-solving skills and the ability to adapt quickly in a dynamic environment.
- A collaborative team player who takes direction well and contributes creatively.

Other Considerations:

- Proficiency in French is a plus for any candidate.



CONTACT

Please apply with a **cover letter/CV and portfolio/work examples** and submit your application to the attention of Sr. Director, Creative and Brand at careers@cplsoccer.com. Please include "Art Director" in the subject.

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

CSME and CPL are 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.