



CANADIAN
PREMIER LEAGUE

ART DIRECTOR

THE BREAKDOWN: WHERE CREATIVITY MEETS OPPORTUNITY

Position Title: Art Director

Department: Marketing

Reports to: Director, Creative & Brand

Status: Full-time, Permanent

Start Date: Immediate Availability Preferred

Location: Toronto Headquarters, Canada

THE BUSINESS

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 CPL), a developmental league (League1 Canada), and a related commercial business (Canadian Soccer Business 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 2025 we will embark on our seventh season building upon our record setting playoffs to end the 2024 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. 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 in its seventh season, there has never been a better time to be involved in Canadian soccer!

ABOUT THE ROLE

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 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 define the look and feel of our league and 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.

KEY RESPONSIBILITIES

Brand Identity & Visual Direction

- Develop and maintain CPL, League1 Canada and Canadian Soccer Business visual brand identity, ensuring consistency and innovation across all marketing assets.
- 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 videos.

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 Director, Creative & Brand, marketing team, 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+ of experience in graphic design, branding, or art direction, 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 detail-oriented with the ability to execute high-quality work under tight deadlines.
- Strong problem-solving skills, with the flexibility to adapt and pivot quickly in a dynamic environment.
- Collaborative team player who thrives in cross-functional environments.

CONTACT

Please apply with your **CV and Portfolio/Work Examples** and submit your application 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.