



Take your career to the *Next Level* with the Toronto Blue Jays

Are you interested in joining our Marketing team? This is your chance!

The Toronto Blue Jays are looking for a Creative Director

---

## **OVERVIEW**

Toronto Blue Jays are seeking a Creative Director to lead a group of passionate artists. We're looking for a crazy-talented individual who continuously inspires, directs, and mentors their creative team and those around them.

The right candidate must have a well-rounded understanding of design, video production and conceptual strategy. You're as comfortable leading teams as you are jumping on the box and getting it done yourself. Your thirst for quality work, current cultural trends, and all things creative is complimented with an understanding of good design principles and a focus on detail. You can work within as well as further strengthen the brand design guidelines and communicate those clearly to others. We are looking for someone ambitious with the ability to multi-task, be a team player as well as someone that loves the game of baseball and the Blue Jays brand.

**Please note:** We will only proceed with candidates who provide our hiring team with a link their portfolio.

### **We're looking for someone who:**

- Is a forward thinker, has a vision and a keen sense of what is next
- Understands and can lead creative strategy and concept ideation
- Has a passion for growth and development and is always striving to strengthen the bench
- Can direct the creative functionalities of concept development, collaborating with team members, creative work environment, meeting work expectations, and discussing team goals and achievements
- Leads in the conceptualization, strategy, and creation of campaigns with the ability to lead across all platforms as well as jump on the box when need be.
- Has the ability to come up with big and small ideas that make the difference between mediocre work and great work.

- Can act as a steward of the brand and direct brand consistency through building of guidelines and consistency documents.
- Has specialized knowledge and techniques of graphic design and layout
- Has working knowledge of photography, typography, and other printing techniques
- Demonstrate the ability to both give and take direction and thrive in a team environment

## **RESPONSIBILITIES**

- Lead team in brand campaign creation, conceptualization, and asset development across all platforms
- Lead acquisition campaign asset design and execution
- Work collaboratively to develop, execute and ensure consistency of brand/campaign guidelines across the organization
- Create and build assets as needed including:
  - Email marketing: familiar with HTML
  - Website, digital, social: static, animated, video, gif
  - Print, billboards
- Ensures the work reflects the business and brand requirements and objectives
- Manages a project from conceptualization to final product. Work with team to execute project timelines.
- Proactively bring forward new ideas, inspirational references and creative design thinking that elevates the Blue Jays brand
- Stay abreast of industry, competitor, and cultural trends, pulling these references into ideas from digital initiatives and/or creative projects
- Identifies training opportunities for team members and facilitates their growth and development

## **QUALIFICATIONS**

- 10+ years of professional experience creating campaigns and branding with a strong understanding and foundation in design/art fundamentals
- Post-secondary education in graphic design
- Experience leading a team of designers and video production professionals
- Extensive knowledge of & ability to work in Adobe Creative Suites, including motion and building animations with Adobe After Effects
- Strong understanding of social media and video formats, codecs, resolutions etc.
- Demonstrated ability to problem solve on an analytical level
- Strong and clear written and verbal communications skills
- Demonstrated ability to give and take direction and thrive in a team environment

- General knowledge of the game of baseball and passion for the Blue Jays brand

### **WHAT WE OFFER TO YOU**

- Commitment to our team - we want you to succeed!
- Ongoing, hands-on training to help you develop your skills
- Excellent employee discount to use towards Jays gear
- A unique employment experience working for the only MLB team in Canada

Applicants must be legally eligible to work in Canada or obtain a work permit within 3 months of hire. If you have questions, please reach out to Emma Veltri at

[tbj.careers@bluejays.com](mailto:tbj.careers@bluejays.com)