



JOB DESCRIPTION

POSITION TITLE: Creative Lead
DEPARTMENT: Global Marketing
REPORTS TO: Director, Creative Marketing
UPDATED: November 2022

ROLE SUMMARY

Reporting to the Director, Creative Marketing the role contributes to the development of outstanding content that showcases Toronto experiences for visitors, meeting and event planners and travel trade.

Specifically, the focus of the role is to lead the creative direction for brand content and events in support of all lines of business (although the highest volume exists within the business events segment). Manage end-to-end production of content assets. Build and maintain brand assets (via a digital asset management system) to enable strong and consistent storytelling across all business units.

The role also includes management of employee(s) including goal setting, performance management and ongoing coaching.

CORE RESPONSIBILITIES

Brand:

- Contribute to the strategic development and ongoing management of Destination Toronto's brand guidelines
- Build and manage Destination Toronto's digital asset library to ensure compelling and consistent storytelling across all business units. And, enable partner engagement
- Consult across business units to develop annual photography and video asset plan, source/secure vendors, develop clear briefs and lead selection process and logistics for acquired assets
- Actively manage the process for ongoing tagging and uploading of assets into the digital asset management system and ensure processes are followed for rights-usage and licensing agreements
- Actively manage the process and outreach for ongoing partner engagement to contribute assets to the digital asset management system
- Oversee curation of assets and galleries for select partners and stakeholders

Creative Development:

- Guide the creative team aligned to Destination Toronto's business objectives
- Conceptualize and create design solutions that fulfill strategic business objectives.
- Effectively communicate creative ideas and strategies to all project stakeholders and ensure creative team alignment
- Contribute creative solutions to solve business needs
- Design and produce projects for internal clients across a wide variety of channels and platforms - print, digital, social, tradeshow, events and activations
- Act as internal resource and deliver mood boards or other conceptual resources for outsourced projects (particularly event producers)
- Manage the production of design projects, using external contractors when needed
- Develop production schedules and manage the production and delivery accordingly.
- Ensure deadlines and budgets are met, approvals are obtained at each stage and that the project meets expectations while conforming to brand standards

Program:

- Work with Director, Creative Marketing to ensure planning and budgeting processes are timely and that project management practices and tools are used
- Actively manage Destination Toronto's creative briefing process and assign resources accordingly (managed via Monday.com)
- Develop project work plans and identify resources needed to produce projects, either in-house or through contracted services
- Manage end-to-end production of required content either in-house or through contracted vendors, including: print, video, infographics, social assets, etc.
- Source, schedule and manage contracted services, as needed
- Collaborate with Creative Marketing Leads to identify priorities, timelines, review processes and communicate with business unit leads
- Ensure all creative adheres to brand positioning and is delivered on-time, on-budget
- Fields industry inquiries and responds in a timely manner

KNOWLEDGE

- Outstanding design sensibility including strong understanding and ability to leverage typography, hierarchy, composition, and colour for impact with diverse audiences
- Strong understanding of social media, content marketing and communication channels
- Knowledge of the visitor economy and tourism industry an asset
- Knowledge of project management and planning including financial and administrative management
- Understanding and application of a company's strategic objectives for plans and activities
- Knowledge of the latest marketing and technology trends, and industry attribution tools an asset

ABILITIES, SKILLS AND COMPETENCIES

- Highly organized with proven project management capabilities to smoothly meet tight deadlines in a high volume, fast paced environment
- Team player with excellent communication skills and ability to collaborate with cross-functional teams and thoughtfully incorporate feedback into your work
- A design lover! Always exploring new and innovative design solutions
- A good awareness of digital media and evolving online platforms
- Excellent interpersonal skills
- Excellent problem solving abilities
- Ability to juggle many projects simultaneously
- Demonstrated ability to work under pressure and meet tight deadlines
- Presentation skills, tools and techniques (e.g. slide presentations, multi-media tools etc.)

EDUCATION

- University degree in Marketing, Design or discipline directly related to the position, or an acceptable combination of education, training and experience
- Degree or diploma in design preferred

LANGUAGE

- English essential

EXPERIENCE

- Minimum of 5 years of experience in marketing communications (marketing, advertising, design)
- Minimum of 3 years experience in a design lead, creative lead, team management role
- Proficiency with MAC platform, Adobe Creative Suite, Microsoft Office, Google Workspace
- Experience with email marketing platforms
- Experience in local tourism industry is an asset
- Experience with North American media environment is an asset

How to Apply

Please send your resume to human-resource@destinationtoronto.com and clearly indicate the application is for the position of "Creative Lead" in the subject line.

If you require a disability-related accommodation to participate in the recruitment process, please email us. We will accommodate your needs under the Ontario Human Rights Code.

We thank all candidates for their interest in Destination Toronto and will directly contact those candidates selected for an interview.